AR485-44 '93

NSGA RESEARCH

LIFESTYLE CHARACTERISTICS 1992

A geo-demographic analysis of consumer purchasers of sporting goods based on interviews with 80,000 American households with demographics on age and sex of user, household size and income, education and occupation, employment and geographic region

NATIONAL SPORTING GOODS ASSOCIATION
International Headquarters • 1699 Wall Street • Mt. Prospect, IL 60056-5780
☎ (708) 439-4000 FAX: (708) 439-0111

LIFESTYLE CHARACTERISTICS OF 1992 SPORTING GOODS CONSUMERS

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NATIONAL SPORTING GOODS ASSOCIATION
1699 Wall Street, Mount Prospect, Illinois 60056
(708) 439-4000
FAX (708) 439-0111

BY

IRWIN BROH & ASSOCIATES, INC.
1011 E. Touhy Avenue, Des Plaines, Illinois 60018
(708) 297-7515

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NATIONAL SPORTING GOODS ASSOCIATION
1699 Wall St., Mt. Prospect, Illinois 60056
(708) 439-4000

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Note: The demographic percentages in this report may differ slightly from those shown in The Sporting Goods Market in 1993 due to a difference in the method of calculation.

INTRODUCTION

This study integrates the PRIZM market segmentation system with the NSGA's consumer survey of sporting goods purchases during 1992.

PRIZM is a market segmentation system based on the principle that people with similar backgrounds, means, and consumer behavior cluster in neighborhoods suited to their chosen lifestyles. Through a complex statistical analysis of its demographic characteristics and actual consumer behavior, every U.S. neighborhood is assigned to one of 40 PRIZM Clusters. These 40 lifestyle clusters fall into 12 Social Groups which are described on the following pages.

PRIZM can help in strategic planning, retail targeting, media planning and direct mail promotion.

Strategic Planning

Because each product category has its own PRIZM profile, you can analyze and rank relative market potentials for each PRIZM group.

Retail Targeting

PRIZM can be used to evaluate potential store locations by calculating effective trading areas for each location. You can then quantify and rank relative target concentrations and sales potentials for your products.

Media Planning

Since PRIZM uses both lifestyle and demographic data to form clusters, you can advertise in media that reach greater concentrations of your target audience.

Direct Mail Promotion

You can use PRIZM to create and test selective ad messages to different group targets. This is especially true for marketers with two or more distinct consumer franchise segments.

The 12 Social Groups are coded "S" for Suburban, "U" for Urban, "T" for Towns, and "R" for Rural, and are shown from top to bottom in descending socio-economic rank, with the Group numbers (S1, S2, S3, etc.) indicating these ranks.

Social Group	Descriptions	Percent of 1992 U.S. Households
S1	Educated, Affluent Executives and Professionals in Elite Metro Suburbs.	4.8
S2	Post-child Families, Pre-child Families, and Singles in Upscale White-Collar Suburbs.	7.5
S3	Upper-middle Class, Child-raising Families in Outlying, Owner-occupied Suburbs.	12.6
U1	Educated, White-collar Singles and Couples in Upscale Urban Areas.	7.5
T1	Educated, Young Mobile Families Living in Small Towns Beyond the Suburbs of Boom Towns.	12.0
S4	Middle-class, Post-child Families in Older Suburbs or Retirement Areas.	5.9
T2	Middle-class, Child-raising, Blue-collar Families Living in Remote Suburbs or Towns.	9.3
U2	Middle-class Families, Singles and Elders Living in Densely Populated Urban Row Houses and High-rises.	6.7
R1	Families Living in Small, Rural Towns and Villages Amid Farms and Ranches in Agricultural Areas of Mid-America.	6.3
T3	Low-income Families, Mixed Gentry and Blue-collar Labor in Low-to-Mid Rustic Mill and Factory Towns.	11.4
R2	Mixed Whites, Blacks, Spanish and Indians in Poor Rural Towns and Farms.	8.7
U3	Mixed Blacks, Spanish and Immigrants in Aging, Urban Row and High-rise areas.	7.3
Total		100.0

DESCRIPTION OF THE SOCIAL GROUPS

S1: Suburban Elite

Educated, Affluent Executives and Professionals in Elite Metro Suburbs.

These are the most affluent neighborhoods in greenbelt suburban areas. Representing only 5% of U.S. households, S1 contains 32% of all households with incomes $75,000 or more and one-third of the nation's net worth.

HIGH INDICES

Census	Lifestyles	Media
HHI $100,000+	Foreign Travel	Newspapers
College Education	Paperback Books	AOR/Progressive Radio
Upper W/C Occupations	Sailing	Prime Time TV
Home Values $200,000+	T&E Cards	Classical Music
Urban Fringe	Imported Cars	News Radio

****

S2: The Affluentials

Post-child Families, Pre-child Families, and Singles in Upscale White-collar Suburbs.

S2 clusters are characterized by one- and two-person households surrounding closed and half-filled schools. While below S1 in socio-economic levels, these clusters display characteristics of success such as high education, income, and home value levels, with consumption levels to match.

HIGH INDICES

Census	Lifestyles	Media
HHI $75,000+	Domestic/Foreign Travel	Magazines
College Education	Racquetball	Classical Music
Upper W/C Occupations	Stocks/Securities	News Radio
Home Values $100,000+	Convertibles	Talk/Variety Radio
Urban/Urban Fringe	Imported Beer	

Sources: PRIZM (Census Demography), CLARITAS, SMRB, MRI

S3: Greenbelt Families

Upper-middle Class, Child-raising Families in Outlying, Owner-occupied Suburbs.

These clusters represent the newest minority - the nuclear family. The families in the S3 clusters are upscale and typify the essence of the traditional "American dream."

HIGH INDICES

Census	Lifestyles	Media
HHI $35,000-$75,000	Domestic Travel	Newspapers
Some College	Folk Records	Prime Time TV
Upper & Lower W/C Occupations	Cook-outs	AOR/Progressive Radio
Home Values $80,000-$150,000	Personal Computers	Pay TV
Suburban Fringe	Station Wagons	Contemporary Music

****

U1: Urban Gentry

Educated, White-collar Singles and Couples in Upscale, Urban Areas.

With minor exceptions, these clusters are "where the action is." U1 is characterized by dense housing units, cosmopolitan lifestyles, notoriety, big-city universities and students, large foreign-born populations, white-collar singles and mixed couples, and many divorced and separated persons.

HIGH INDICES

Census	Lifestyles	Media
HHI's in All Ranges	Foreign Travel	Magazines
College Education	Contemporary Music	Black/Disco Radio
Upper & Lower W/C Occupations	T&E Cards	Jazz Radio
Home Values $50,000-$150,000	Imported Beer/Malt Liquor	Classical Radio
Urban	Convertibles	News Radio
	Health/Gourmet Foods	

Sources: PRIZM (Census Demography), CLARITAS, SMRB, MRI

T1: Exurban Boom

Educated, Young Mobile Families Living in Small Towns Beyond the Suburbs or in Boom Towns.

The clusters in T1 are among the nation's fastest growing; they have been the chief recipients of the major urban exodus. These clusters have extremely high mobility rates and live in new, low-density single-unit housing areas.

HIGH INDICES

Census	Lifestyles	Media
HHI $35,000-$75,000	Domestic Travel	Magazines
College Education	Cruises	Prime Time TV
Upper Level W/C Occupations	Snow Skiing	Ethnic Radio
Home Values $80,000-$100,000	Sailing	Cable TV
Suburban Fringe/Rural/Town	Cook-outs	
	4 Wheel Drive Vehicles	

****

S4: Suburban Elders

Middle-class, Post-child Families in Older Suburbs or Retirement Areas.

As a group, S4's represent aging, married couples, widows, and retirees on pensions and social security. S4's are predominantly white, with high concentrations of European-Catholic ancestry.

HIGH INDICES

Census	Lifestyles	Media
HHI $35,000-$75,000	Cruises	Newspapers
Some College	Theme Parks	Big Band Radio
Lower Level W/C Occupations	Bus Travel	Nostalgia Radio
Home Values $50,000-$80,000	Bowling	Ethnic Radio
Urban Fringe	Medicare	Talk Radio
	Veteran's Clubs	Sunday Newspapers

Sources: PRIZM (Census Demography), CLARITAS, SMRB, MRI

T2: Satellite Blues

Middle-class, Child-raising Blue-collar Families Living in Remote Suburbs or Towns.

The clusters in T2 are very middle-class, native white, and married. While anchored in the Midwest, T2's are distributed across the nation. The clusters in this group are typically characterized as "America's blue-collar baby factory."

HIGH INDICES

Census	Lifestyles	Media
HHI $25,000-$50,000	Overnight Camping	Magazines
High School Education	Bowling	Country Radio
Craftsmen/Labor Occupations	Motorcycling	Oldies Radio
Home Values $35,000-$50,000	Rifle/Shotgun Ownership	Gospel Radio
Rural/Town	Union Membership	Cable TV
	Sports/Utility Vehicles	

****

U2: Mid-City Mix

Middle-class Families, Singles and Elders Living in Densely Populated Urban Row Houses and High-rises.

The clusters in U2 have high concentrations of foreign-born, working women, continuing deterioration, and increasing minorities. Typically, the housing units in this group are over thirty-year-old multi-unit flats, and are located in second city centers and major-market fringe areas.

HIGH INDICES

Census	Lifestyles	Media
HHI $20,000 and Less	Caribbean Travel	Newspapers
High School Education	Rail Travel	Black Radio
Service Occupations	Soul Music	Disco Radio
Transportation Industry	Gambling	Ethnic Radio
Home Values $20,000-$50,000	Lottery Tickets	News Radio
Urban	Malt Liquor	
	Menthol Cigarettes	

Sources: PRIZM (Census Demography), CLARITAS, SMRB, MRI

R1: The Heartland

Families Living in Small, Rural Towns and Villages Amid Farms and Ranches in Agricultural Areas of Mid-America.

These clusters are centered across the corn belt, through the wheat fields of the great plains, and into ranch and mining country. Overall population in these clusters is sparse, although there is a high incidence of large families.

HIGH INDICES

Census	Lifestyles	Media
HHI $25,000 and Less	Fresh Water Fishing	Prime Time TV
High School Education	Rifle/Shotgun Ownership	Big Band Radio
Farming Occupations	Motorcycling	Country Radio
Agricultural Occupations	Medical Insurance	Variety Radio
Home Values Less than $20,000	Veteran's Clubs	
Rural/Towns	4 Wheel Drive/Trucks/ Sports Vehicles	

****

T3: Small-Town Living

Low-income Families, Mixed Gentry and Blue-collar Labor in Low-to-Mid Rustic, Mill and Factory Towns.

The clusters in T3 share a few broad characteristics such as low incomes and lower educations; however, it is their differences that make the overall group interesting.

HIGH INDICES

Census	Lifestyles	Media
HHI $15,000 and Less	Bus Travel	Total TV
Less than High School Education	45 RPM Records	Black Radio
Craftsmen Occupations	Menthol Cigarettes	Country Radio
Home Values $35,000 and Less	Chewing Tobacco	
Rural/Towns	Medicare	
	Cable TV	

Sources: PRIZM (Census Demography), CLARITAS, SMRB, MRI

R2: Country Folk

Mixed White, Blacks, Spanish and Indians in Poor Rural Towns and Farms.

The clusters in R2 share such characteristics as low population densities, low socio-economic ranking, minimal education, and many Amerindians and persons of English ancestry.

HIGH INDICES

Census	Lifestyles	Media
HHI $15,000 and Less	45 RPM Records	Total TV
Less than High School Education	Home Owner/Tenant Insurance	Country Radio
Farming Occupations	Medicare	Variety Radio
Agricultural Occupations	Non-filter Cigarettes	
Home Values Less than $20,000	Chewing Tobacco	
Rural/Towns	4 Wheel Drive Vehicles	

****

U3: The Inner City

Mixed Blacks, Spanish and Immigrants in Aging, Urban Row and Hi-rise Areas.

These clusters represent the least advantaged neighborhoods of urban America. They are characterized by service and labor occupations, low income and education levels, and large families, many with single parents (often female heads of households).

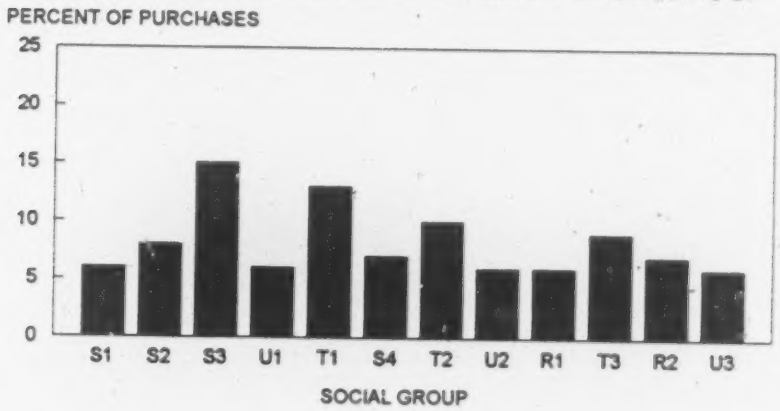
HIGH INDICES

Census	Lifestyles	Media
HHI $10,000 and Less	Bus Travel	Total TV
Less than High School Education	Soul/Black Music	Black Radio
Service Occupations	Malt Liquor	Disco/Jazz
Home Values Less than $20,000	Menthol Cigarettes	Spanish Radio
Urban	Small Cigars	

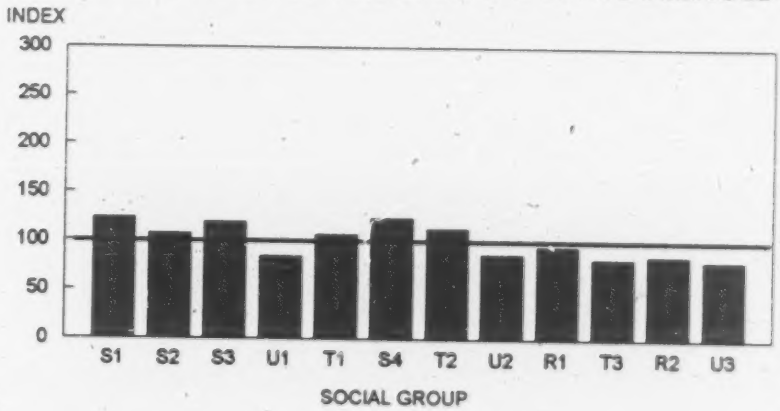
Sources: PRIZM (Census Demography), CLARITAS, SMRB, MRI

ATHLETIC FOOTWEAR

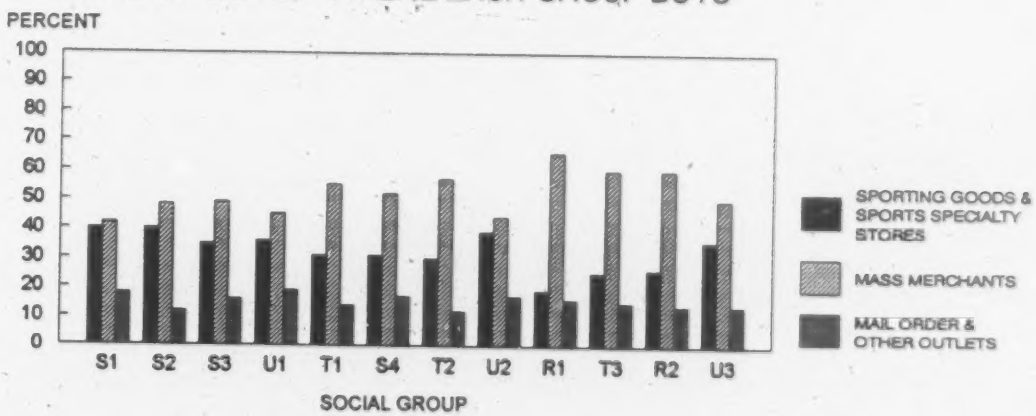
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL ATHLETIC FOOTWEAR %	BASKETBALL SHOES %	AEROBIC SHOES %	WORKOUT/ FITNESS SHOES %	WALKING SHOES %	JOGGING SHOES %
PRIZM CODE:							
S1 SUBURBAN ELITE	5	6	5	8	5	5	7
S2 THE AFFLUENTIALS	8	8	6	8	12	9	8
S3 GREENBELT FAMILIES	13	15	17	14	15	14	14
U1 URBAN GENTRY	7	6	4	7	7	6	7
T1 EXURBAN BOOM	12	13	14	13	15	11	12
S4 SUBURBAN ELDERS	6	7	5	6	6	8	8
T2 SATELLITE BLUES	9	10	10	8	9	10	10
U2 MID-CITY MIX	7	6	5	8	7	6	6
R1 THE HEARTLAND	6	6	6	5	5	6	6
T3 SMALL-TOWN LIVING	11	9	10	10	7	10	9
R2 COUNTRY FOLK	9	7	9	8	5	7	7
U3 THE INNER CITY	7	6	9	5	6	7	5
	100	100	100	100	100	100	100
GEOGRAPHIC REGION:							
NEW ENGLAND	5	6	6	6	4	6	6
MIDDLE ATLANTIC	15	18	15	17	18	18	17
EAST NORTH CENTRAL	17	17	19	15	17	18	17
WEST NORTH CENTRAL	7	8	10	6	8	7	7
SOUTH ATLANTIC	18	16	15	18	15	16	18
EAST SOUTH CENTRAL	6	5	6	5	5	5	6
WEST SOUTH CENTRAL	11	9	8	10	10	9	8
MOUNTAIN	6	5	6	6	5	5	4
PACIFIC	15	15	15	18	18	15	16
	100	100	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:							
UNDER $15,000	22	12	9	12	8	17	9
$15,000 - $24,999	17	14	14	13	13	16	11
$25,000 - $34,999	16	16	17	15	17	16	16
$35,000 - $49,999	18	21	22	21	19	18	22
$50,000 - $74,999	17	22	26	24	26	18	21
$75,000 AND OVER	10	16	12	15	17	15	21
	100	100	100	100	100	100	100
MEDIAN INCOME	$31874 31874	$41021	$41899	$42222	$44399	$35850	$44858

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL ATHLETIC FOOTWEAR %	BASKETBALL SHOES %	AEROBIC SHOES %	WORKOUT/ FITNESS SHOES %	WALKING SHOES %	JOGGING SHOES %
MARKET SIZE:							
NON MSA/CMSA OR MSA UNDER 100,000	23	20	24	18	14	21	19
METROPOLITAN AREAS							
100,000-499,999	16	15	16	14	15	15	14
500,000-1,999,999	21	21	25	20	21	21	20
2,000,000 & OVER	40	43	36	48	50	43	46
	100	100	100	100	100	100	100
TYPE OF RESIDENCE:							
OWN HOUSE	61	66	65	61	65	68	67
RENT HOUSE	11	10	12	12	9	7	10
APARTMENT	14	11	11	11	11	10	11
CONDOMINIUM	4	3	2	4	4	4	3
TWINPLEX/DUPLEX	3	3	3	4	4	2	2
OTHER	7	8	7	8	6	8	7
	100	100	100	100	100	100	100
HOUSEHOLD DESIGNATION							
FAMILY							
HUSBAND & WIFE	57	68	73	63	63	63	69
SINGLE WITH CHILD OR OTHER RELATIVE	14	13	16	14	12	11	11
NON-FAMILY							
LIVING ALONE	25	15	8	17	19	23	16
LIVING WITH NON-RELATIVE	4	4	2	6	6	4	4
	100	100	100	100	100	100	100
SIZE OF HOUSEHOLD:							
1 MEMBER	25	15	8	17	19	23	16
2 MEMBERS	33	30	13	31	31	42	31
3 MEMBERS	17	19	20	21	22	15	19
4 MEMBERS	15	21	34	19	19	12	19
5 OR MORE MEMBERS	10	15	25	11	10	8	14
	100	100	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:							
LESS THAN HIGH SCHOOL	12	7	6	7	6	9	5
HIGH SCHOOL GRADUATE	30	26	31	26	22	28	21
ATTENDED COLLEGE	28	29	29	30	27	28	29
COLLEGE GRADUATE	30	37	33	37	44	33	45
	100	100	100	100	100	100	100

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL ATHLETIC FOOTWEAR %	BASKETBALL SHOES %	AEROBIC SHOES %	WORKOUT/ FITNESS SHOES %	WALKING SHOES %	JOGGING SHOES %
OCCUPATION OF HOUSEHOLD HEAD:							
MANAGERIAL/ PROFESSIONAL	30	38	40	38	47	29	45
TECHNICAL/SALES/ ADMIN. SUPPORT	11	12	13	13	8	10	12
SERVICE	6	7	10	6	7	6	7
FARMING/FORESTRY/ FISHING	2	2	2	2	1	2	2
CRAFTSMAN/REPAIRMAN	9	10	12	8	9	7	8
OPERATOR/LABORER	7	8	13	7	7	5	7
STUDENT/RETIRED/OTHER	35	25	11	26	21	41	19
	100	100	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD							
FULL TIME	46	50	57	56	59	40	56
PART TIME	17	19	18	20	17	16	18
NOT EMPLOYED/ RETIRED	37	31	24	25	24	43	25
	100	100	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD							
FULL TIME	73	81	92	79	84	63	87
PART TIME	5	5	4	5	3	7	4
NOT EMPLOYED/ RETIRED	22	15	4	17	13	30	9
	100	100	100	100	100	100	100
AGE OF USER:							
UNDER 14	21	17	33	6	7	3	9
14 TO 17	5	10	27	4	7	2	9
18 TO 24	10	7	12	8	6	3	11
25 TO 34	17	15	16	26	23	10	19
35 TO 44	15	17	8	25	23	18	21
45 TO 64	19	23	4	22	26	36	25
65 AND OLDER	13	11	-	9	9	28	6
	100	100	100	100	100	100	100
MEDIAN AGE	32	35	16	37	38	52	36
	32						
SEX OF USER:							
MALE	49	50	90	16	47	36	59
FEMALE	51	50	10	84	53	64	41
	100	100	100	100	100	100	100

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL ATHLETIC FOOTWEAR %	TENNIS SHOES %	CROSS TRAINING SHOES %	GYM SHOES/ SNEAKERS %	BOAT/DECK SHOES %	WATER SPORT SHOES %
PRIZM CODE:							
S1 SUBURBAN ELITE	5	6	8	6	5	10	6
S2 THE AFFLUENTIALS	8	8	8	7	7	7	6
S3 GREENBELT FAMILIES	13	15	14	19	16	13	21
U1 URBAN GENTRY	7	6	6	9	5	8	9
T1 EXURBAN BOOM	12	13	13	16	12	13	17
S4 SUBURBAN ELDERS	6	7	5	5	9	10	4
T2 SATELLITE BLUES	9	10	10	12	12	10	7
U2 MID-CITY MIX	7	6	4	3	6	7	5
R1 THE HEARTLAND	6	6	6	6	7	4	5
T3 SMALL-TOWN LIVING	11	9	12	6	8	6	7
R2 COUNTRY FOLK	9	7	9	5	7	9	9
U3 THE INNER CITY	7	6	4	5	6	3	3
	100	100	100	100	100	100	100
GEOGRAPHIC REGION:							
NEW ENGLAND	5	6	2	7	8	10	6
MIDDLE ATLANTIC	15	18	10	14	24	17	14
EAST NORTH CENTRAL	17	17	15	15	18	17	15
WEST NORTH CENTRAL	7	8	9	10	7	5	7
SOUTH ATLANTIC	18	16	17	15	14	24	13
EAST SOUTH CENTRAL	6	5	9	4	6	5	3
WEST SOUTH CENTRAL	11	9	12	9	7	9	11
MOUNTAIN	6	5	5	7	5	3	8
PACIFIC	15	15	19	19	11	11	23
	100	100	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:							
UNDER $15,000	22	12	15	7	13	6	5
$15,000 - $24,999	17	14	13	11	15	11	9
$25,000 - $34,999	16	16	12	15	16	14	16
$35,000 - $49,999	18	21	23	21	23	22	24
$50,000 - $74,999	17	22	23	30	20	28	26
$75,000 AND OVER	10	16	14	16	14	20	20
	100	100	100	100	100	100	100
MEDIAN INCOME	$31874 31874	$41021	$41641	$47127	$39464	$48506	$47936

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R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL ATHLETIC FOOTWEAR %	TENNIS SHOES %	CROSS TRAINING SHOES %	GYM SHOES/ SNEAKERS %	BOAT/DECK SHOES %	WATER SPORT SHOES %
MARKET SIZE:							
NON MSA/CMSA OR MSA UNDER 100,000	23	20	23	20	20	17	18
METROPOLITAN AREAS							
100,000-499,999	16	15	18	14	15	17	12
500,000-1,999,999	21	21	21	24	21	21	20
2,000,000 & OVER	40	43	38	42	44	45	50
	100	100	100	100	100	100	100
TYPE OF RESIDENCE:							
OWN HOUSE	61	66	65	63	65	64	71
RENT HOUSE	11	10	11	12	12	8	8
APARTMENT	14	11	11	12	10	12	6
CONDOMINIUM	4	3	2	4		7	3
TWINPLEX/DUPLEX	3	3	3	3	3	3	2
OTHER	7	8	9	6	8	6	10
	100	100	100	100	100	100	100
HOUSEHOLD DESIGNATION							
FAMILY							
HUSBAND & WIFE	57	68	71	69	74	63	73
SINGLE WITH CHILD OR OTHER RELATIVE	14	13	14	13	15	8	9
NON-FAMILY							
LIVING ALONE	25	15	11	13	8	20	10
LIVING WITH NON-RELATIVE	4	4	4	6	3	9	7
	100	100	100	100	100	100	100
SIZE OF HOUSEHOLD:							
1 MEMBER	25	15	11	13	8	20	10
2 MEMBERS	33	30	25	29	19	41	26
3 MEMBERS	17	19	22	18	20	19	18
4 MEMBERS	15	21	24	24	29	13	28
5 OR MORE MEMBERS	10	15	18	17	25	7	18
	100	100	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:							
LESS THAN HIGH SCHOOL	12	7	8	3	7	4	4
HIGH SCHOOL GRADUATE	30	26	27	16	30	20	21
ATTENDED COLLEGE	28	29	28	33	31	30	27
COLLEGE GRADUATE	30	37	36	47	32	46	48
	100	100	100	100	100	100	100

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL ATHLETIC FOOTWEAR %	TENNIS SHOES %	CROSS TRAINING SHOES %	GYM SHOES/ SNEAKERS %	BOAT/DECK SHOES %	WATER SPORT SHOES %
OCCUPATION OF HOUSEHOLD HEAD:							
MANAGERIAL/ PROFESSIONAL	30	38	35	44	35	51	69
TECHNICAL/SALES/ ADMIN. SUPPORT	11	12	12	17	14	9	9
SERVICE	6	7	7	7	6	5	4
FARMING/FORESTRY/ FISHING	2	2	1	2	2	1	1
CRAFTSMAN/REPAIRMAN	9	10	13	11	14	5	5
OPERATOR/LABORER	7	8	12	6	9	9	5
STUDENT/RETIRED/OTHER	35	25	20	14	20	21	8
	100	100	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD							
FULL TIME	46	50	53	57	48	45	35
PART TIME	17	19	20	21	21	23	33
NOT EMPLOYED/ RETIRED	37	31	26	21	31	32	32
	100	100	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD							
FULL TIME	73	81	85	89	86	82	96
PART TIME	5	5	4	4	4	4	1
NOT EMPLOYED/ RETIRED	22	15	11	7	10	14	3
	100	100	100	100	100	100	100
AGE OF USER:							
UNDER 14	21	17	22	14	42	13	33
14 TO 17	5	10	15	15	17	7	3
18 TO 24	10	7	8	10	5	5	11
25 TO 34	17	15	16	26	9	17	18
35 TO 44	15	17	16	21	11	25	10
45 TO 64	19	23	18	11	12	28	24
65 AND OLDER	13	11	6	2	4	6	1
	100	100	100	100	100	100	100
MEDIAN AGE	32 32	35	28	28	16	38	26
SEX OF USER:							
MALE	49	50	45	62	52	73	62
FEMALE	51	50	55	38	48	27	38
	100	100	100	100	100	100	100

NSGA WORLD SPORTS EXPO

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67th NSGA International Convention & Show
July 17-19 (Sunday-Tuesday)
McCormick Place • Chicago, Illinois
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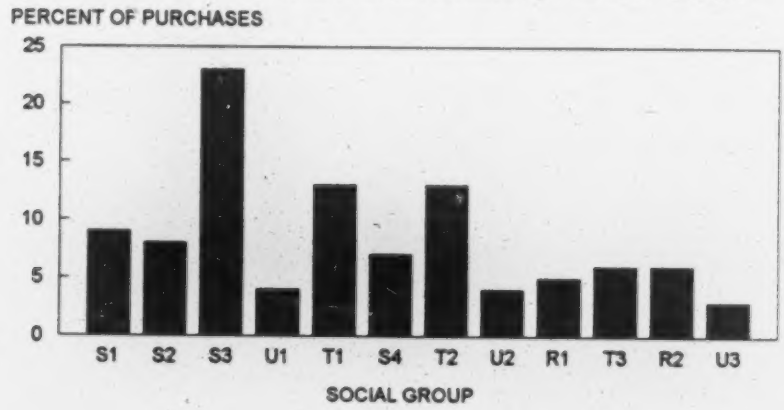
1995 **NSGA World Sports Expo**
68th NSGA International Convention & Show
July 16-18 (Sunday-Tuesday)
McCormick Place • Chicago, Illinois
plus **The Imprinted Sportswear Show**

1996 **NSGA World Sports Expo**
69th NSGA International Convention & Show
July 14-16 (Sunday-Tuesday)
McCormick Place • Chicago, Illinois

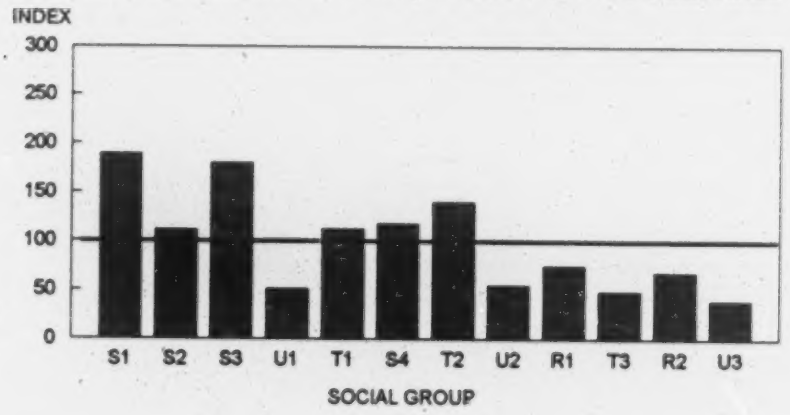
1997 **NSGA World Sports Expo**
70th NSGA International Convention & Show
July 13-15 (Sunday-Tuesday)
McCormick Place • Chicago, Illinois

CLEATED FOOTWEAR

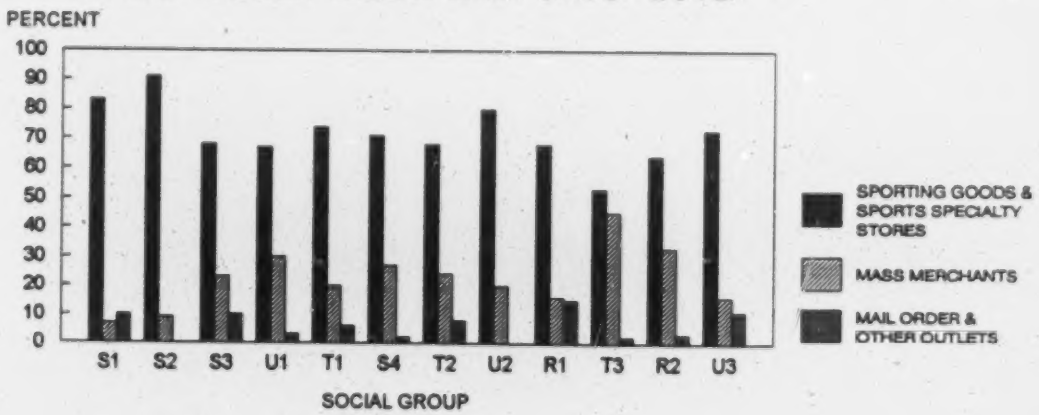
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL CLEATED FOOTWEAR %	BASEBALL %	SOCCER %
PRIZM CODE:				
S1 SUBURBAN ELITE	5	9	6	12
S2 THE AFFLUENTIALS	8	8	10	6
S3 GREENBELT FAMILIES	13	23	21	24
U1 URBAN GENTRY	7	4	3	4
T1 EXURBAN BOOM	12	13	11	16
S4 SUBURBAN ELDERS	6	7	5	9
T2 SATELLITE BLUES	9	13	13	13
U2 MID-CITY MIX	7	4	5	3
R1 THE HEARTLAND	6	5	5	4
T3 SMALL-TOWN LIVING	11	6	7	5
R2 COUNTRY FOLK	9	6	9	3
U3 THE INNER CITY	7	3	4	2
	100	100	100	100
GEOGRAPHIC REGION:				
NEW ENGLAND	5	7	4	10
MIDDLE ATLANTIC	15	22	23	22
EAST NORTH CENTRAL	17	15	16	15
WEST NORTH CENTRAL	7	10	14	7
SOUTH ATLANTIC	18	15	14	16
EAST SOUTH CENTRAL	6	3	4	3
WEST SOUTH CENTRAL	11	9	10	8
MOUNTAIN	6	5	3	6
PACIFIC	15	14	14	13
	100	100	100	100
ANNUAL HOUSEHOLD INCOME:				
UNDER $15,000	22	6	8	3
$15,000 - $24,999	17	9	12	7
$25,000 - $34,999	16	13	16	10
$35,000 - $49,999	18	22	22	22
$50,000 - $74,999	17	30	24	35
$75,000 AND OVER	10	20	17	23
	100	100	100	100
MEDIAN INCOME	$31874 31874	$50014	$44135	$55551

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

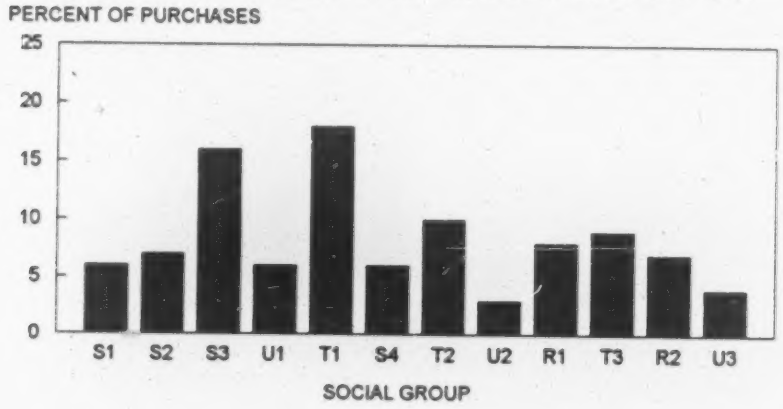
T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL CLEATED FOOTWEAR %	BASEBALL %	SOCCER %
MARKET SIZE:				
NON MSA/CMSA OR MSA UNDER 100,000	23	14	16	12
METROPOLITAN AREAS				
100,000-499,999	16	19	23	15
500,000-1,999,999	21	19	17	21
2,000,000 & OVER	40	48	44	52
	100	100	100	100
TYPE OF RESIDENCE:				
OWN HOUSE	61	76	74	79
RENT HOUSE	11	8	7	8
APARTMENT	14	4	7	2
CONDOMINIUM	4	1	1	1
TWINPLEX/DUPLEX	3	2	2	2
OTHER	7	8	8	8
	100	100	100	100
HOUSEHOLD DESIGNATION				
FAMILY				
HUSBAND & WIFE	57	82	80	84
SINGLE WITH CHILD OR OTHER RELATIVE	14	12	12	11
NON-FAMILY				
LIVING ALONE	25	5	6	3
LIVING WITH NON-RELATIVE	4	1	1	1
	100	100	100	100
SIZE OF HOUSEHOLD:				
1 MEMBER	25	5	6	3
2 MEMBERS	33	6	7	5
3 MEMBERS	17	19	22	17
4 MEMBERS	15	38	38	38
5 OR MORE MEMBERS	10	32	26	37
	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:				
LESS THAN HIGH SCHOOL	12	3	2	3
HIGH SCHOOL GRADUATE	30	21	23	20
ATTENDED COLLEGE	28	31	36	27
COLLEGE GRADUATE	30	44	37	50
	100	100	100	100

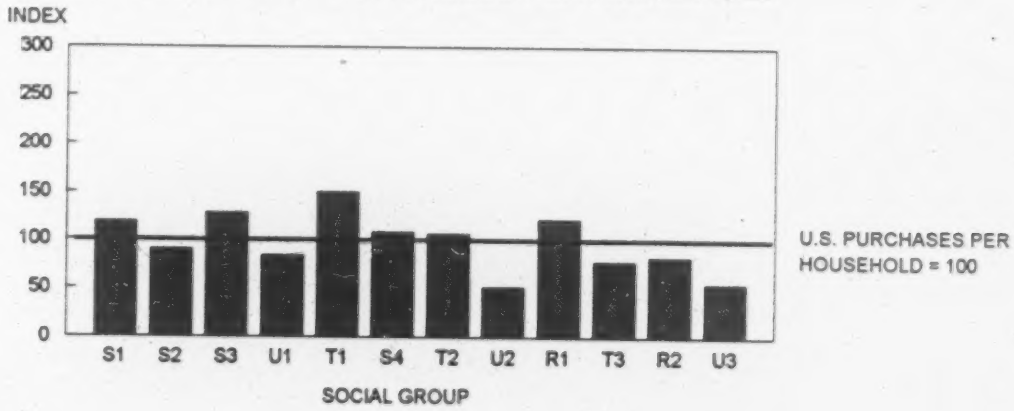
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL CLEATED FOOTWEAR %	BASEBALL %	SOCCER %
OCCUPATION OF HOUSEHOLD HEAD:				
MANAGERIAL/ PROFESSIONAL	30	53	50	56
TECHNICAL/SALES/ ADMIN. SUPPORT	11	12	10	14
SERVICE	6	5	5	5
FARMING/FORESTRY/ FISHING	2	2	3	1
CRAFTSMAN/REPAIRMAN	9	12	11	13
OPERATOR/LABORER	7	8	10	6
STUDENT/RETIRED/OTHER	35	9	12	6
	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD				
FULL TIME	46	55	60	51
PART TIME	17	24	17	29
NOT EMPLOYED/ RETIRED	37	21	23	20
	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD				
FULL TIME	73	93	92	94
PART TIME	5	4	4	4
NOT EMPLOYED/ RETIRED	22	3	4	2
	100	100	100	100
AGE OF USER:				
UNDER 14	21	40	34	46
14 TO 17	5	30	28	32
18 TO 24	10	13	14	12
25 TO 34	17	10	16	5
35 TO 44	15	4	5	3
45 TO 64	19	2	3	1
65 AND OLDER	13	-	-	-
	100	100	100	100
MEDIAN AGE	32	15	16	14
	32			
SEX OF USER:				
MALE	49	79	81	77
FEMALE	51	21	19	23
	100	100	100	100

OUTDOORS

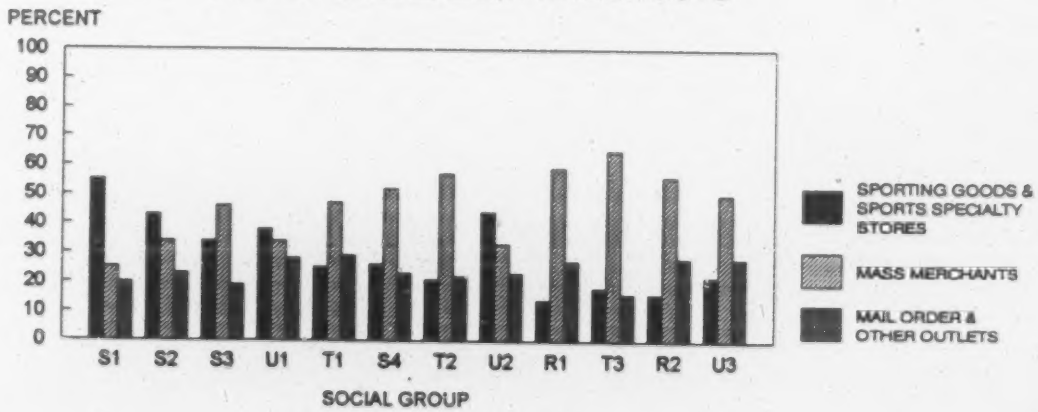
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL OUTDOORS %	BACK-PACKS %	1 - 2 PERSON TENTS %	3 + PERSON TENTS %	SLEEPING BAGS %	LANTERNS (GAS/ PROPANE) %	HEATERS (GAS/ PROPANE) %	HIKING BOOTS %
PRIZM CODE:									
S1 SUBURBAN ELITE	5	6	8	3	3	9	3	3	5
S2 THE AFFLUENTIALS	8	7	10	7	7	6	5	2	6
S3 GREENBELT FAMILIES	13	16	17	14	16	15	14	24	16
U1 URBAN GENTRY	7	6	8	6	4	7	8	2	6
T1 EXURBAN BOOM	12	18	16	15	24	19	21	21	15
S4 SUBURBAN ELDERS	6	6	6	18	6	6	6	7	6
T2 SATELLITE BLUES	9	10	8	8	14	12	11	3	7
U2 MID-CITY MIX	7	3	6	3	-	2	6	2	5
R1 THE HEARTLAND	6	8	3	8	7	5	7	3	11
T3 SMALL-TOWN LIVING	11	9	8	8	7	9	12	15	9
R2 COUNTRY FOLK	9	7	6	5	7	6	5	16	9
U3 THE INNER CITY	7	4	3	4	3	5	1	-	5
	100	100	100	100	100	100	100	100	100
GEOGRAPHIC REGION:									
NEW ENGLAND	5	7	7	9	5	10	7	10	6
MIDDLE ATLANTIC	15	15	19	22	9	14	18	12	14
EAST NORTH CENTRAL	17	15	12	7	19	16	8	21	15
WEST NORTH CENTRAL	7	6	6	3	9	6	5	2	6
SOUTH ATLANTIC	18	12	15	8	12	11	12	4	12
EAST SOUTH CENTRAL	6	5	5	4	3	3	2	11	7
WEST SOUTH CENTRAL	11	12	13	9	15	8	15	12	11
MOUNTAIN	6	9	4	9	9	9	12	14	10
PACIFIC	15	21	19	30	20	23	21	15	19
	100	100	100	100	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:									
UNDER $15,000	22	10	10	5	10	7	13	19	12
$15,000 - $24,999	17	16	8	12	18	17	26	17	18
$25,000 - $34,999	16	16	14	22	20	13	10	17	16
$35,000 - $49,999	18	24	24	20	26	24	24	20	24
$50,000 - $74,999	17	20	26	21	16	24	14	20	19
$75,000 AND OVER	10	14	18	20	10	16	13	6	12
	100	100	100	100	100	100	100	100	100
MEDIAN INCOME	$31874 31874	$39944	$45983	$43429	$36519	$43167	$35450	$33067	$38016

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

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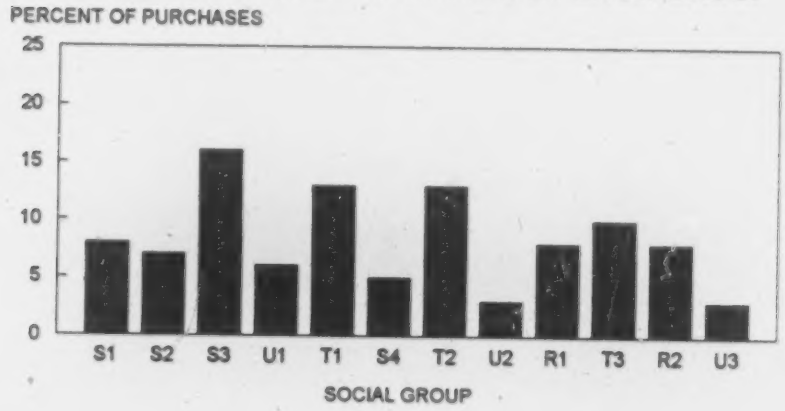
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL OUTDOORS %	BACK-PACKS %	1 - 2 PERSON TENTS %	3 + PERSON TENTS %	SLEEPING BAGS %	LANTERNS (GAS/ PROPANE) %	HEATERS (GAS/ PROPANE) %	HIKING BOOTS %
MARKET SIZE:									
NON MSA/CMSA OR MSA UNDER 100,000 METROPOLITAN AREAS	23	23	16	28	22	21	27	36	26
100,000-499,999	16	17	14	13	27	16	15	27	15
500,000-1,999,999	21	22	24	15	20	26	23	6	20
2,000,000 & OVER	40	38	46	44	31	38	36	31	39
	100	100	100	100	100	100	100	100	100
TYPE OF RESIDENCE:									
OWN HOUSE	61	63	64	61	67	68	48	65	59
RENT HOUSE	11	15	14	18	17	16	23	6	12
APARTMENT	14	8	10	9	6	4	16	9	10
CONDOMINIUM	4	2	3	2	-	1	2	-	3
TWINPLEX/DUPLEX	3	3	4	4	2	3	3	8	4
OTHER	7	9	5	6	8	8	8	12	12
	100	100	100	100	100	100	100	100	100
HOUSEHOLD DESIGNATION									
FAMILY									
HUSBAND & WIFE	57	68	71	71	66	73	58	73	66
SINGLE WITH CHILD OR OTHER RELATIVE	14	16	17	15	21	14	23	2	13
NON-FAMILY									
LIVING ALONE	25	11	8	11	8	8	12	16	14
LIVING WITH NON-RELATIVE	4	5	4	4	5	5	7	9	6
	100	100	100	100	100	100	100	100	100
SIZE OF HOUSEHOLD:									
1 MEMBER	25	11	8	11	8	8	12	16	14
2 MEMBERS	33	27	22	18	24	32	31	47	29
3 MEMBERS	17	21	18	20	23	19	14	18	24
4 MEMBERS	15	23	33	27	25	22	18	11	19
5 OR MORE MEMBERS	10	18	19	24	20	19	24	7	14
	100	100	100	100	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:									
LESS THAN HIGH SCHOOL	12	6	4	6	6	4	14	10	7
HIGH SCHOOL GRADUATE	30	23	16	9	25	20	20	25	28
ATTENDED COLLEGE	28	34	32	30	42	35	40	44	30
COLLEGE GRADUATE	30	37	48	55	25	41	26	22	35
	100	100	100	100	100	100	100	100	100

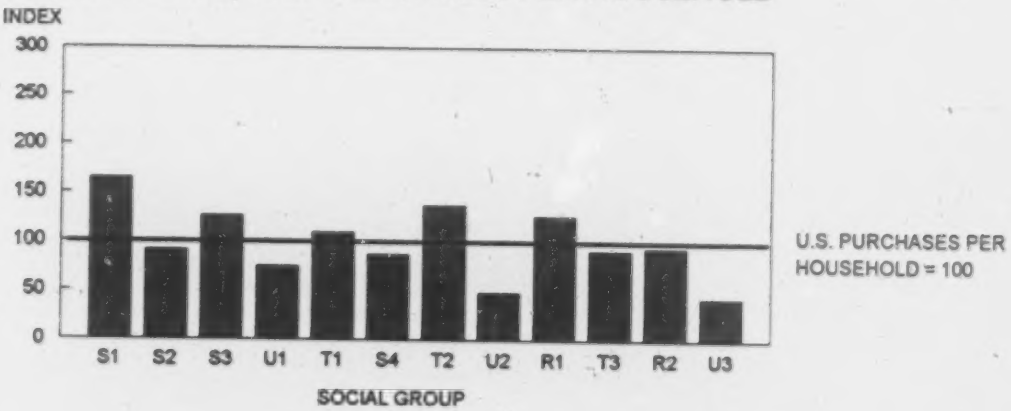
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL OUTDOORS %	BACK-PACKS %	1 - 2 PERSON TENTS %	3 + PERSON TENTS %	SLEEPING BAGS %	LANTERNS (GAS/ PROPANE) %	HEATERS (GAS/ PROPANE) %	HIKING BOOTS %
OCCUPATION OF HOUSEHOLD HEAD:									
MANAGERIAL/ PROFESSIONAL	30	38	48	45	31	39	30	33	36
TECHNICAL/SALES/ ADMIN. SUPPORT	11	13	14	19	14	13	15	7	12
SERVICE	6	5	4	1	5	4	5	22	7
FARMING/FORESTRY/ FISHING	2	2	2	2	2	3	-	-	3
CRAFTSMAN/REPAIRMAN	9	12	8	10	14	10	9	17	14
OPERATOR/LABORER	7	9	6	4	13	8	8	7	8
STUDENT/RETIRED/OTHER	35	21	17	18	21	24	33	14	19
	100	100	100	100	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD									
FULL TIME	46	50	52	59	44	48	48	63	51
PART TIME	17	25	22	26	29	26	22	22	22
NOT EMPLOYED/ RETIRED	37	26	26	15	26	26	29	16	26
	100	100	100	100	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD									
FULL TIME	73	84	88	84	84	81	83	84	84
PART TIME	5	4	2	6	5	4	2	7	4
NOT EMPLOYED/ RETIRED	22	12	10	10	11	15	15	9	11
	100	100	100	100	100	100	100	100	100
AGE OF USER:									
UNDER 14	21	12	24	16	4	17	1	-	8
14 TO 17	5	8	19	6	5	6	2	-	8
18 TO 24	10	8	12	11	3	4	1	-	12
25 TO 34	17	21	11	15	23	19	44	25	25
35 TO 44	15	23	12	24	32	26	27	51	21
45 TO 64	19	17	12	20	17	13	15	22	20
65 AND OLDER	13	4	3	1	3	2	2	-	6
MULTIPLE AGES REPORTED	-	7	7	5	11	15	8	2	-
	100	100	100	100	100	100	100	100	100
MEDIAN AGE	32	33	20	33	37	33	34	39	33
	32								
SEX OF USER:									
MALE	49	64	62	75	61	54	72	88	67
FEMALE	51	29	33	19	22	29	19	6	33
HOUSEHOLD USE	-	8	5	6	17	18	9	6	-
	100	100	100	100	100	100	100	100	100

EXERCISE EQUIPMENT

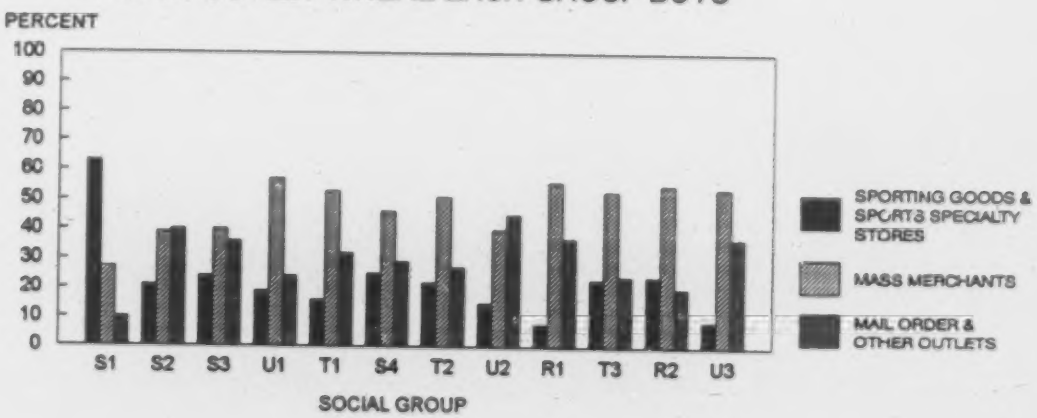
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL EXERCISE EQUIPMENT %	HOME GYMS %	TREAD-MILLS %	STATIONARY BIKES %	STAIR CLIMBERS %
PRIZM CODE:						
S1 SUBURBAN ELITE	5	8	12	13	1	11
S2 THE AFFLUENTIALS	8	7	6	7	4	5
S3 GREENBELT FAMILIES	13	16	19	9	20	8
U1 URBAN GENTRY	7	6	4	7	5	9
T1 EXURBAN BOOM	12	13	7	11	15	21
S4 SUBURBAN ELDERS	6	5	2	5	5	9
T2 SATELLITE BLUES	9	13	13	13	12	13
U2 MID-CITY MIX	7	3	4	1	4	4
R1 THE HEARTLAND	6	8	6	8	10	4
T3 SMALL-TOWN LIVING	11	10	9	15	10	11
R2 COUNTRY FOLK	9	8	14	10	8	4
U3 THE INNER CITY	7	3	4	2	5	1
	100	100	100	100	100	100
GEOGRAPHIC REGION:						
NEW ENGLAND	5	5	2	3	8	11
MIDDLE ATLANTIC	15	20	23	22	13	25
EAST NORTH CENTRAL	17	18	15	22	22	18
WEST NORTH CENTRAL	7	7	10	5	12	2
SOUTH ATLANTIC	18	15	18	13	17	12
EAST SOUTH CENTRAL	6	5	7	7	4	1
WEST SOUTH CENTRAL	11	8	10	8	6	6
MOUNTAIN	6	6	3	5	7	7
PACIFIC	15	15	12	14	13	17
	100	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:						
UNDER $15,000	22	7	8	5	10	8
$15,000 - $24,999	17	9	7	11	11	9
$25,000 - $34,999	16	14	9	13	16	22
$35,000 - $49,999	18	23	23	24	22	22
$50,000 - $74,999	17	28	28	33	29	16
$75,000 AND OVER	10	18	25	15	12	24
	100	100	100	100	100	100
MEDIAN INCOME	$31874 31874	$47794	$52411	$49125	$43825	$42584

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL EXERCISE EQUIPMENT %	HOME GYMS %	TREAD-MILLS %	STATIONARY BIKES %	STAIR CLIMBERS %
MARKET SIZE:						
NON MSA/CMSA OR MSA UNDER 100,000 METROPOLITAN AREAS	23	21	21	21	24	22
100,000-499,999	16	14	11	13	18	18
500,000-1,999,999	21	19	17	16	19	16
2,000,000 & OVER	40	46	52	49	39	45
	100	100	100	100	100	100
TYPE OF RESIDENCE:						
OWN HOUSE	61	74	70	82	77	59
RENT HOUSE	11	8	12	5	5	6
APARTMENT	14	7	4	6	7	13
CONDOMINIUM	4	3	4	1	2	8
TWINPLEX/DUPLEX	3	1	1	1	1	1
OTHER	7	7	9	5	8	13
	100	100	100	100	100	100
HOUSEHOLD DESIGNATION						
FAMILY						
HUSBAND & WIFE	57	70	64	79	65	60
SINGLE WITH CHILD OR OTHER RELATIVE	14	9	9	7	13	12
NON-FAMILY						
LIVING ALONE	25	15	18	12	15	20
LIVING WITH NON-RELATIVE	4	5	9	2	6	9
	100	100	100	100	100	100
SIZE OF HOUSEHOLD:						
1 MEMBER	25	15	18	12	15	20
2 MEMBERS	33	40	37	46	39	40
3 MEMBERS	17	16	12	13	20	17
4 MEMBERS	15	18	18	18	17	11
5 OR MORE MEMBERS	10	12	15	11	9	12
	100	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:						
LESS THAN HIGH SCHOOL	12	6	3	8	10	5
HIGH SCHOOL GRADUATE	30	24	18	26	29	28
ATTENDED COLLEGE	28	23	15	29	20	25
COLLEGE GRADUATE	30	47	64	37	41	41
	100	100	100	100	100	100

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL EXERCISE EQUIPMENT %	HOME GYMS %	TREAD-MILLS %	STATIONARY BIKES %	STAIR CLIMBERS %
OCCUPATION OF HOUSEHOLD HEAD:						
MANAGERIAL/ PROFESSIONAL	30	47	58	44	35	43
TECHNICAL/SALES/ ADMIN. SUPPORT	11	12	18	9	13	14
SERVICE	6	5	4	5	2	5
FARMING/FORESTRY/ FISHING	2	1	2	1	2	-
CRAFTSMAN/REPAIRMAN	9	8	7	7	5	9
OPERATOR/LABORER	7	7	6	5	10	13
STUDENT/RETIRED/OTHER	35	20	5	29	33	16
	100	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD						
FULL TIME	46	53	65	44	46	61
PART TIME	17	21	20	22	22	22
NOT EMPLOYED/ RETIRED	37	25	15	34	32	17
	100	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD						
FULL TIME	73	80	83	72	69	85
PART TIME	5	6	16	4	7	6
NOT EMPLOYED/ RETIRED	22	14	1	24	24	9
	100	100	100	100	100	100
AGE OF USER:						
UNDER 14	21	1	3	-	-	-
14 TO 17	5	2	3	-	1	1
18 TO 24	10	3	3	3	3	3
25 TO 34	17	24	32	14	21	43
35 TO 44	15	27	34	25	24	25
45 TO 64	19	32	23	36	36	24
65 AND OLDER	13	7	-	15	11	3
MULTIPLE AGES REPORTED	-	4	3	8	2	2
	100	100	100	100	100	100
MEDIAN AGE	32	41	37	48	44	36
	32					
SEX OF USER:						
MALE	49	43	68	37	34	30
FEMALE	51	51	23	52	62	69
HOUSEHOLD USE	-	6	10	11	5	1
	100	100	100	100	100	100

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL EXERCISE EQUIPMENT %	AEROBIC STEP-UPS BOXES %	X-C SKI EXER-CISERS %	FREE WEIGHTS /WEIGHT SETS %	HAND WEIGHTS %
PRIZM CODE:						
S1 SUBURBAN ELITE	5	8	10	3	4	6
S2 THE AFFLUENTIALS	8	7	10	9	10	6
S3 GREENBELT FAMILIES	13	16	16	20	23	15
U1 URBAN GENTRY	7	6	8	5	3	7
T1 EXURBAN BOOM	12	13	12	17	6	10
S4 SUBURBAN ELDERS	6	5	9	5	5	7
T2 SATELLITE BLUES	9	13	10	14	13	14
U2 MID-CITY MIX	7	3	6	2	6	6
R1 THE HEARTLAND	6	8	4	12	7	5
T3 SMALL-TOWN LIVING	11	10	10	7	11	7
R2 COUNTRY FOLK	9	8	4	3	8	8
U3 THE INNER CITY	7	3	2	3	3	9
	100	100	100	100	100	100
GEOGRAPHIC REGION:						
NEW ENGLAND	5	5	7	7	3	5
MIDDLE ATLANTIC	15	20	20	19	14	14
EAST NORTH CENTRAL	17	18	19	15	23	18
WEST NORTH CENTRAL	7	7	5	7	7	5
SOUTH ATLANTIC	18	15	22	13	16	17
EAST SOUTH CENTRAL	6	5	1	6	3	4
WEST SOUTH CENTRAL	11	8	6	8	11	12
MOUNTAIN	6	6	5	6	5	8
PACIFIC	15	15	17	19	19	16
	100	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:						
UNDER $15,000	22	7	5	5	5	9
$15,000 - $24,999	17	9	9	10	11	12
$25,000 - $34,999	16	14	14	14	13	18
$35,000 - $49,999	18	23	21	25	29	24
$50,000 - $74,999	17	28	31	27	32	27
$75,000 AND OVER	10	18	19	20	10	12
	100	100	100	100	100	100
MEDIAN INCOME	$31874 31874	$47794	$50205	$48067	$45920	$42698

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
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	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL EXERCISE EQUIPMENT %	AEROBIC STEP-UPS BOXES %	X-C SKI EXER-CISERS %	FREE WEIGHTS /WEIGHT SETS %	HAND WEIGHTS %
MARKET SIZE:						
NON MSA/CMSA OR MSA UNDER 100,000	23	21	10	20	24	16
METROPOLITAN AREAS						
100,000-499,999	16	14	12	15	12	16
500,000-1,999,999	21	19	19	24	17	23
2,000,000 & OVER	40	46	59	41	47	45
	100	100	100	100	100	100
TYPE OF RESIDENCE:						
OWN HOUSE	61	74	66	76	71	63
RENT HOUSE	11	8	6	10	12	14
APARTMENT	14	7	15	6	3	14
CONDOMINIUM	4	3	6	4	1	1
TWINPLEX/DUPLEX	3	1	1	1	-	3
OTHER	7	7	6	2	12	6
	100	100	100	100	100	100
HOUSEHOLD DESIGNATION						
FAMILY						
HUSBAND & WIFE	57	70	73	75	76	62
SINGLE WITH CHILD OR OTHER RELATIVE	14	9	12	7	11	15
NON-FAMILY						
LIVING ALONE	25	15	10	14	13	15
LIVING WITH NON-RELATIVE	4	5	5	5	1	8
	100	100	100	100	100	100
SIZE OF HOUSEHOLD:						
1 MEMBER	25	15	10	14	13	15
2 MEMBERS	33	40	35	44	20	31
3 MEMBERS	17	16	18	16	18	24
4 MEMBERS	15	18	28	19	23	14
5 OR MORE MEMBERS	10	12	8	8	27	15
	100	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:						
LESS THAN HIGH SCHOOL	12	6	1	4	2	2
HIGH SCHOOL GRADUATE	30	24	19	22	26	22
ATTENDED COLLEGE	28	23	31	23	31	30
COLLEGE GRADUATE	30	47	48	51	41	46
	100	100	100	100	100	100

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL EXERCISE EQUIPMENT %	AEROBIC STEP-UPS BOXES %	X-C SKI EXER-CISERS %	FREE WEIGHTS /WEIGHT SETS %	HAND WEIGHTS %
OCCUPATION OF HOUSEHOLD HEAD:						
MANAGERIAL/ PROFESSIONAL	30	47	46	52	45	46
TECHNICAL/SALES/ ADMIN. SUPPORT	11	12	17	8	12	14
SERVICE	6	5	4	6	2	7
FARMING/FORESTRY/ FISHING	2	1	3	1	1	1
CRAFTSMAN/REPAIRMAN	9	8	9	9	16	7
OPERATOR/LABORER	7	7	5	5	7	6
STUDENT/RETIRED/OTHER	35	20	16	19	17	19
	100	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD						
FULL TIME	46	53	58	53	60	64
PART TIME	17	21	17	22	21	18
NOT EMPLOYED/ RETIRED	37	25	25	24	19	18
	100	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD						
FULL TIME	73	80	89	85	91	85
PART TIME	5	6	3	3	-	4
NOT EMPLOYED/ RETIRED	22	14	8	12	9	11
	100	100	100	100	100	100
AGE OF USER:						
UNDER 14	21	1	-	-	5	2
14 TO 17	5	2	2	1	23	13
18 TO 24	10	3	9	1	5	6
25 TO 34	17	24	32	21	28	33
35 TO 44	15	27	36	24	21	26
45 TO 64	19	32	19	45	11	13
65 AND OLDER	13	7	2	7	-	3
MULTIPLE AGES REPORTED	-	4	-	2	6	4
	100	100	100	100	100	100
MEDIAN AGE	32	41	37	46	29	32
	32					
SEX OF USER:						
MALE	49	43	6	41	82	47
FEMALE	51	51	93	55	14	52
HOUSEHOLD USE	-	6	-	4	5	2
	100	100	100	100	100	100

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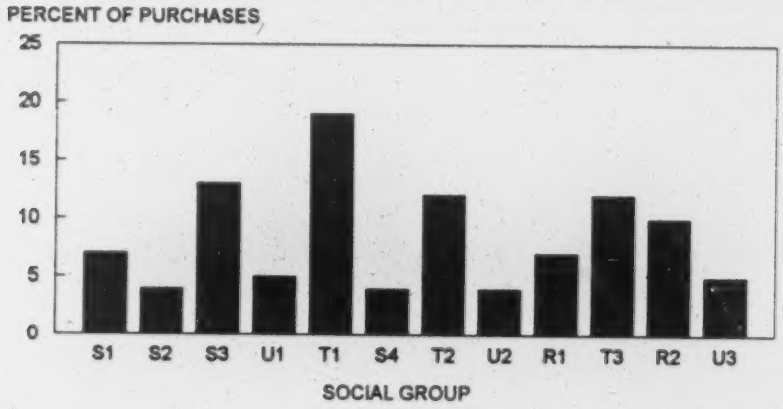
- Sports Clothing Diary - 1992
- International Directory of Sporting Goods Retail Associations & Buying Organizations
- Lifestyle Characteristics of Sporting Goods Consumers - 1992
- Fitness in America - 1991

For more information, contact the Information and Research Department:

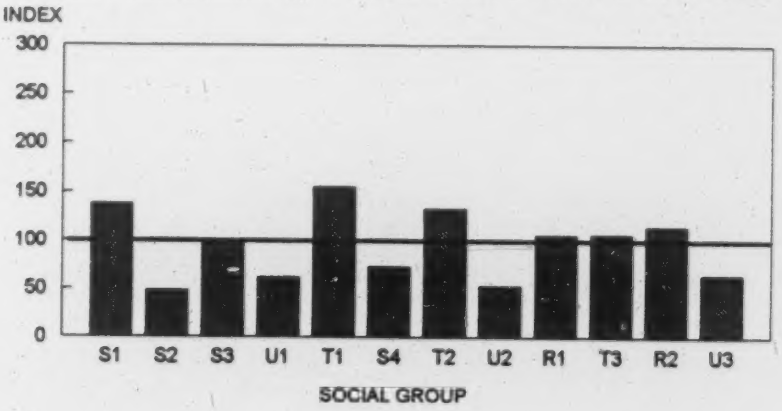
(708) 439-4000

FISHING TACKLE

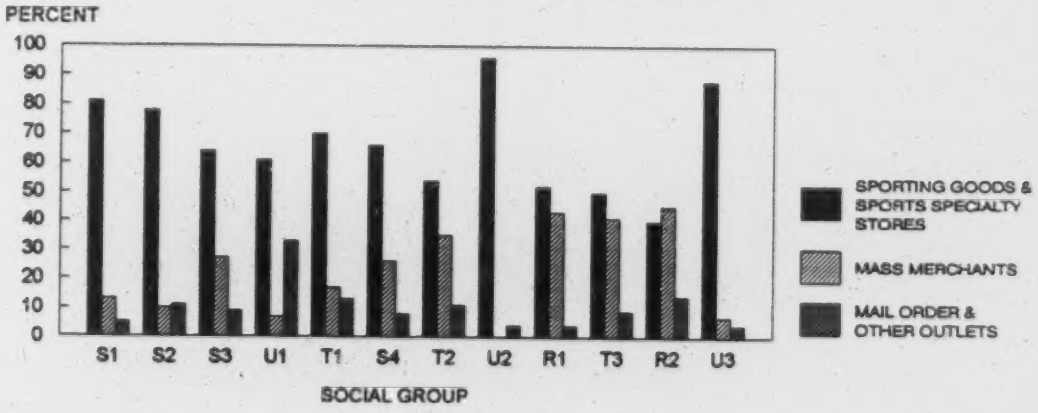
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL FISHING TACKLE %	ROD-REEL COMBOS %	SEPARATE REELS %
PRIZM CODE:				
S1 SUBURBAN ELITE	5	7	7	6
S2 THE AFFLUENTIALS	8	4	4	3
S3 GREENBELT FAMILIES	13	13	13	12
U1 URBAN GENTRY	7	5	5	4
T1 EXURBAN BOOM	12	19	16	22
S4 SUBURBAN ELDERS	6	4	4	5
T2 SATELLITE BLUES	9	12	13	12
U2 MID-CITY MIX	7	4	4	3
R1 THE HEARTLAND	6	7	8	4
T3 SMALL-TOWN LIVING	11	12	13	12
R2 COUNTRY FOLK	9	10	9	11
U3 THE INNER CITY	7	5	5	5
	100	100	100	100
GEOGRAPHIC REGION:				
NEW ENGLAND	5	3	4	2
MIDDLE ATLANTIC	15	10	10	11
EAST NORTH CENTRAL	17	14	13	16
WEST NORTH CENTRAL	7	9	10	6
SOUTH ATLANTIC	18	18	19	17
EAST SOUTH CENTRAL	6	10	9	11
WEST SOUTH CENTRAL	11	15	15	16
MOUNTAIN	6	5	3	8
PACIFIC	15	15	17	13
	100	100	100	100
ANNUAL HOUSEHOLD INCOME:				
UNDER $15,000	22	10	9	11
$15,000 - $24,999	17	15	16	14
$25,000 - $34,999	16	16	15	19
$35,000 - $49,999	18	25	27	23
$50,000 - $74,999	17	19	20	17
$75,000 AND OVER	10	14	13	15
	100	100	100	100
MEDIAN INCOME	$31874	$40035	$40785	$38650
	31874			

PRIZM CODE DESCRIPTIONS:

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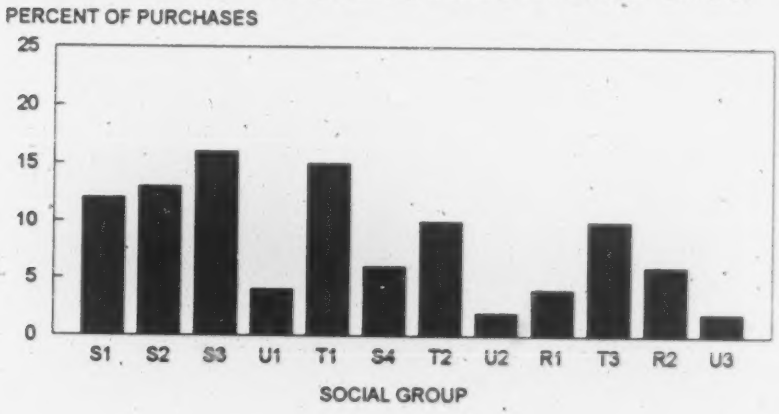
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL FISHING TACKLE %	ROD-REEL COMBOS %	SEPARATE REELS %
MARKET SIZE:				
NON MSA/CMSA OR MSA UNDER 100,000	23	27	24	33
METROPOLITAN AREAS				
100,000-499,999	16	24	27	18
500,000-1,999,999	21	19	19	18
2,000,000 & OVER	40	30	30	31
	100	100	100	100
TYPE OF RESIDENCE:				
OWN HOUSE	61	68	68	70
RENT HOUSE	11	12	14	9
APARTMENT	14	6	5	7
CONDOMINIUM	4	2	2	1
TWINPLEX/DUPLEX	3	3	2	3
OTHER	7	9	9	10
	100	100	100	100
HOUSEHOLD DESIGNATION				
FAMILY				
HUSBAND & WIFE	57	76	76	77
SINGLE WITH CHILD OR OTHER RELATIVE	14	10	10	9
NON-FAMILY				
LIVING ALONE	25	10	9	11
LIVING WITH NON-RELATIVE	4	4	5	3
	100	100	100	100
SIZE OF HOUSEHOLD:				
1 MEMBER	25	10	9	11
2 MEMBERS	33	36	33	40
3 MEMBERS	17	18	19	17
4 MEMBERS	15	18	19	17
5 OR MORE MEMBERS	10	19	21	16
	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:				
LESS THAN HIGH SCHOOL	12	9	8	9
HIGH SCHOOL GRADUATE	30	27	29	24
ATTENDED COLLEGE	28	33	33	34
COLLEGE GRADUATE	30	30	29	32
	100	100	100	100

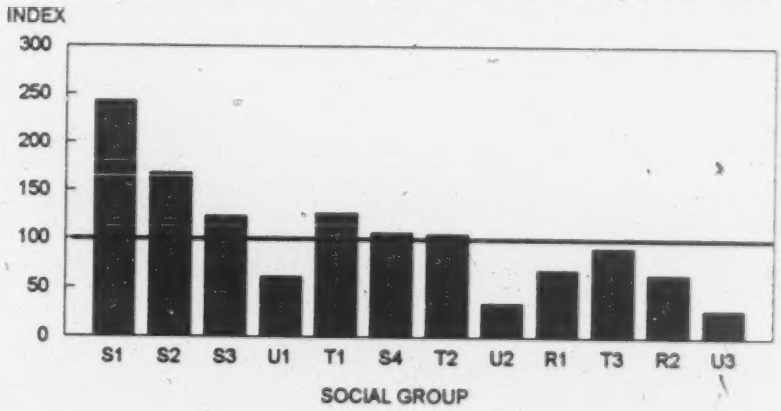
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL FISHING TACKLE %	ROD-REEL COMBOS %	SEPARATE REELS %
OCCUPATION OF HOUSEHOLD HEAD:				
MANAGERIAL/ PROFESSIONAL	30	30	30	32
TECHNICAL/SALES/ ADMIN. SUPPORT	11	10	10	10
SERVICE	6	7	6	10
FARMING/FORESTRY/ FISHING	2	1	1	1
CRAFTSMAN/REPAIRMAN	9	17	18	17
OPERATOR/LABORER	7	9	10	6
STUDENT/RETIRED/OTHER	35	25	25	24
	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD				
FULL TIME	46	55	54	57
PART TIME	17	14	16	11
NOT EMPLOYED/ RETIRED	37	31	30	32
	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD				
FULL TIME	73	80	80	79
PART TIME	5	3	3	3
NOT EMPLOYED/ RETIRED	22	17	17	18
	100	100	100	100
AGE OF USER:				
UNDER 14	21	8	10	5
14 TO 17	5	3	3	3
18 TO 24	10	4	5	2
25 TO 34	17	23	21	26
35 TO 44	15	27	24	31
45 TO 64	19	26	28	23
65 AND OLDER	13	7	5	10
MULTIPLE AGES REPORTED	-	3	4	1
	100	100	100	100
MEDIAN AGE	32	39	39	39
	32			
SEX OF USER:				
MALE	49	87	83	92
FEMALE	51	12	15	7
HOUSEHOLD USE	-	1	2	1
	100	100	100	100

GOLF EQUIPMENT

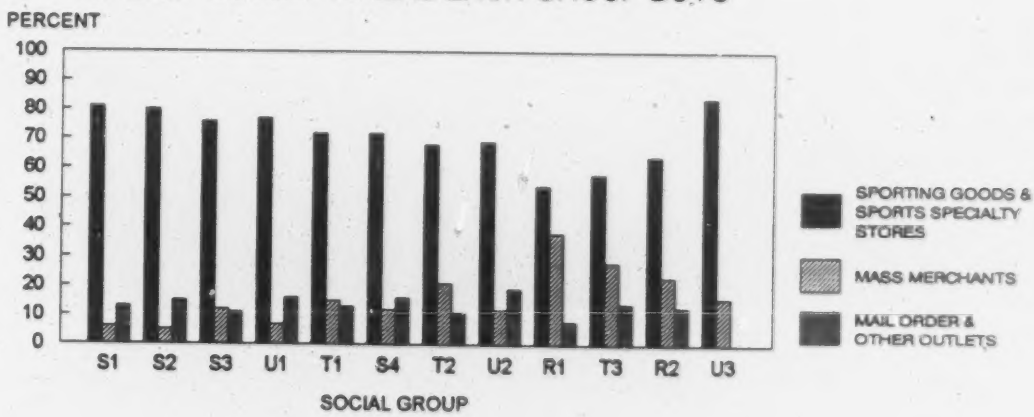
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL GOLF EQUIPMENT %	CLUBS SETS %	CLUBS INDIVIDUAL %	SHOES %	BALLS %
PRIZM CODE:						
S1 SUBURBAN ELITE	5	12	15	9	7	8
S2 THE AFFLUENTIALS	8	13	12	10	15	13
S3 GREENBELT FAMILIES	13	16	17	15	12	13
U1 URBAN GENTRY	7	4	4	6	4	7
T1 EXURBAN BOOM	12	15	15	17	15	15
S4 SUBURBAN ELDERS	6	6	5	6	10	6
T2 SATELLITE BLUES	9	10	9	13	10	10
U2 MID-CITY MIX	7	2	2	2	1	3
R1 THE HEARTLAND	6	4	4	5	5	4
T3 SMALL-TOWN LIVING	11	10	9	11	13	11
R2 COUNTRY FOLK	9	6	6	4	5	6
U3 THE INNER CITY	7	2	1	2	3	5
	100	100	100	100	100	100
GEOGRAPHIC REGION:						
NEW ENGLAND	5	5	5	5	6	4
MIDDLE ATLANTIC	15	13	12	17	16	13
EAST NORTH CENTRAL	17	18	19	21	16	17
WEST NORTH CENTRAL	7	10	13	9	6	6
SOUTH ATLANTIC	18	25	28	18	24	25
EAST SOUTH CENTRAL	6	5	5	5	4	8
WEST SOUTH CENTRAL	11	5	4	6	8	8
MOUNTAIN	6	5	4	6	8	5
PACIFIC	15	12	11	13	13	13
	100	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:						
UNDER $15,000	22	2	2	3	3	2
$15,000 - $24,999	17	6	6	4	8	7
$25,000 - $34,999	16	10	9	12	13	10
$35,000 - $49,999	18	20	22	18	18	19
$50,000 - $74,999	17	26	25	28	26	27
$75,000 AND OVER	10	35	36	34	33	36
	100	100	100	100	100	100
MEDIAN INCOME	$31874 31874	$60661	$60983	$61110	$58245	$61685

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

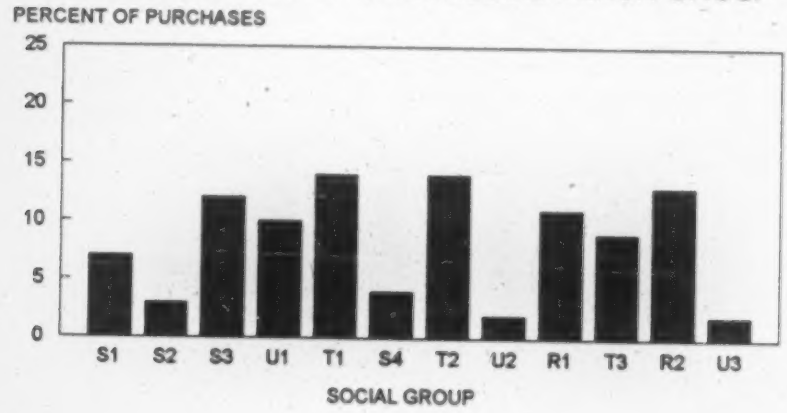
T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL GOLF EQUIPMENT %	CLUBS SETS %	CLUBS INDIVIDUAL %	SHOES %	BALLS %
MARKET SIZE:						
NON MSA/CMSA OR MSA UNDER 100,000	23	17	17	18	16	19
METROPOLITAN AREAS						
100,000-499,999	16	16	15	17	20	15
500,000-1,999,999	21	21	23	19	17	18
2,000,000 & OVER	40	46	45	46	47	47
	100	100	100	100	100	100
TYPE OF RESIDENCE:						
OWN HOUSE	61	77	79	77	76	70
RENT HOUSE	11	5	5	7	5	6
APARTMENT	14	7	7	5	5	9
CONDOMINIUM	4	5	4	3	7	8
TWINPLEX/DUPLEX	3	1	2	1	1	1
OTHER	7	5	4	8	7	5
	100	100	100	100	100	100
HOUSEHOLD DESIGNATION						
FAMILY						
HUSBAND & WIFE	57	77	76	80	81	74
SINGLE WITH CHILD OR OTHER RELATIVE	14	5	6	4	3	4
NON-FAMILY						
LIVING ALONE	25	12	12	11	12	15
LIVING WITH NON-RELATIVE	4	6	6	6	4	7
	100	100	100	100	100	100
SIZE OF HOUSEHOLD:						
1 MEMBER	25	12	12	11	12	15
2 MEMBERS	33	41	37	44	48	44
3 MEMBERS	17	22	24	20	16	21
4 MEMBERS	15	18	19	17	15	15
5 OR MORE MEMBERS	10	8	8	9	9	6
	100	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:						
LESS THAN HIGH SCHOOL	12	3	4	2	1	3
HIGH SCHOOL GRADUATE	30	15	15	15	18	15
ATTENDED COLLEGE	28	27	28	27	22	25
COLLEGE GRADUATE	30	54	53	56	58	56
	100	100	100	100	100	100

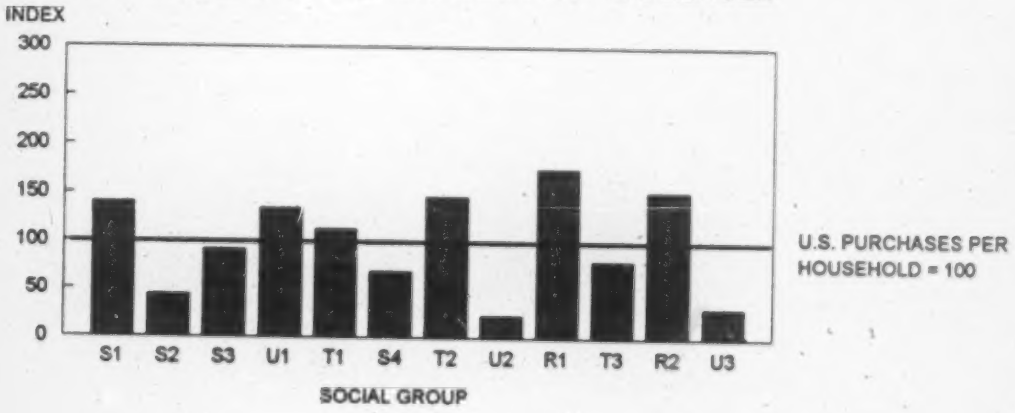
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL GOLF EQUIPMENT %	CLUBS SETS %	CLUBS INDIVIDUAL %	SHOES %	BALLS %
OCCUPATION OF HOUSEHOLD HEAD:						
MANAGERIAL/ PROFESSIONAL	30	48	51	41	45	48
TECHNICAL/SALES/ ADMIN. SUPPORT	11	12	11	14	11	13
SERVICE	6	3	3	4	2	4
FARMING/FORESTRY/ FISHING	2	1	1	1	1	-
CRAFTSMAN/REPAIRMAN	9	7	7	5	6	8
OPERATOR/LABORER	7	5	6	4	4	5
STUDENT/RETIRED/OTHER	35	24	21	31	30	22
	100	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD						
FULL TIME	46	48	50	45	44	49
PART TIME	17	20	21	19	19	22
NOT EMPLOYED/ RETIRED	37	32	29	37	37	29
	100	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD						
FULL TIME	73	79	82	71	74	82
PART TIME	5	4	4	5	5	4
NOT EMPLOYED/ RETIRED	22	17	14	24	21	14
	100	100	100	100	100	100
AGE OF USER:						
UNDER 14	21	2	2	2	-	-
14 TO 17	5	2	2	4	2	1
18 TO 24	10	5	6	2	4	3
25 TO 34	17	20	17	21	24	26
35 TO 44	15	22	22	23	23	21
45 TO 64	19	31	30	32	31	34
65 AND OLDER	13	13	12	14	17	10
MULTIPLE AGES REPORTED	-	5	8	3	-	5
	100	100	100	100	100	100
MEDIAN AGE	32	43	43	43	43	43
	32					
SEX OF USER:						
MALE	49	82	79	86	85	88
FEMALE	51	14	16	11	14	10
HOUSEHOLD USE	-	4	6	3	1	3
	100	100	100	100	100	100

HUNTING EQUIPMENT

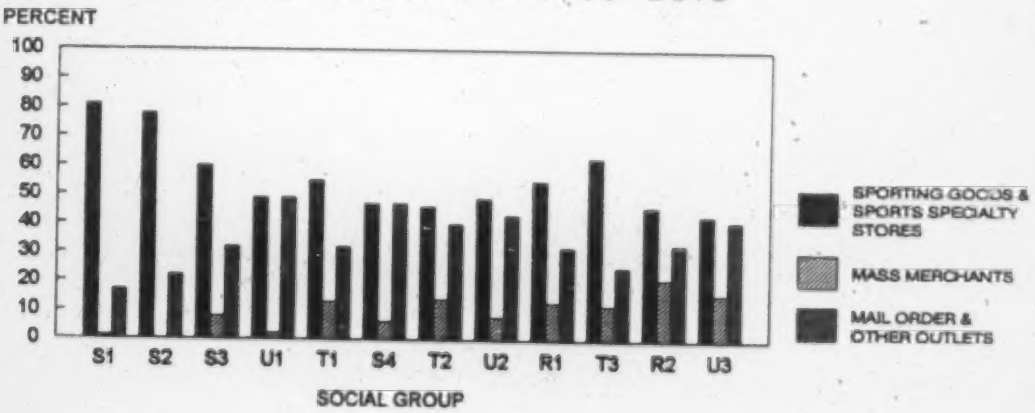
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLD %	TOTAL HUNTING EQUIPMENT %	SHOTGUNS %	RIFLES %	HANDGUNS %	ARCHERY BOWS %
PRIZM CODE:						
S1 SUBURBAN ELITE	5	7	10	4	8	-
S2 THE AFFLUENTIALS	8	3	5	1	4	1
S3 GREENBELT FAMILIES	13	12	13	10	13	6
U1 URBAN GENTRY	7	10	17	7	9	1
T1 EXURBAN BOOM	12	14	11	16	15	9
S4 SUBURBAN ELDERS	6	4	1	3	7	5
T2 SATELLITE BLUES	9	14	15	11	12	23
U2 MID-CITY MIX	7	2	1	1	3	1
R1 THE HEARTLAND	6	11	12	14	6	13
T3 SMALL-TOWN LIVING	11	9	4	11	10	20
R2 COUNTRY FOLK	9	13	8	19	10	21
U3 THE INNER CITY	7	2	2	1	3	1
	100	100	100	100	100	100
GEOGRAPHIC REGION:						
NEW ENGLAND	5	2	1	3	3	3
MIDDLE ATLANTIC	15	15	17	14	15	9
EAST NORTH CENTRAL	17	14	20	11	11	17
WEST NORTH CENTRAL	7	10	12	11	4	22
SOUTH ATLANTIC	18	16	13	15	20	21
EAST SOUTH CENTRAL	6	6	4	10	3	5
WEST SOUTH CENTRAL	11	11	6	12	14	13
MOUNTAIN	6	6	4	8	9	-
PACIFIC	15	19	21	17	21	10
	100	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:						
UNDER $15,000	22	8	8	8	6	12
$15,000 - $24,999	17	13	11	17	11	14
$25,000 - $34,999	16	12	8	12	14	21
$35,000 - $49,999	18	26	26	23	26	31
$50,000 - $74,999	17	23	23	27	22	12
$75,000 AND OVER	10	19	24	14	21	9
	100	100	100	100	100	100
MEDIAN INCOME	$31874 31874	$45002	$48523	$43963	$45676	$36116

PRIZM CODE DESCRIPTIONS:

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S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

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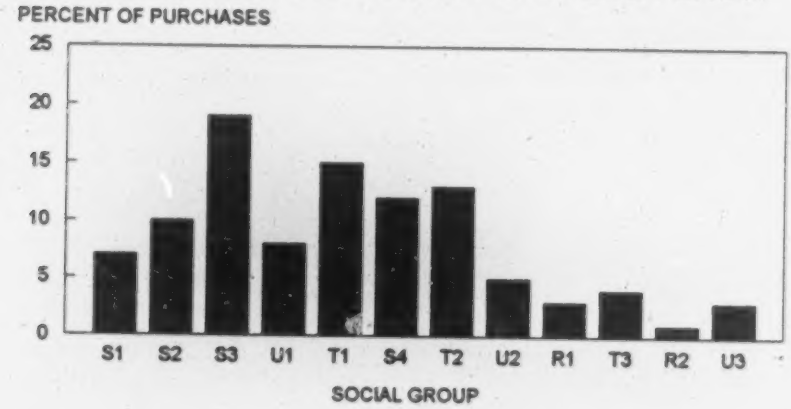
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLD %	TOTAL HUNTING EQUIPMENT %	SHOTGUNS %	RIFLES %	HANDGUNS %	ARCHERY BOWS %
MARKET SIZE:						
NON MSA/CMSA OR MSA UNDER 100,000	23	34	28	39	30	45
METROPOLITAN AREAS						
100,000-499,999	16	15	12	20	11	23
500,000-1,999,999	21	14	10	16	16	13
2,000,000 & OVER	40	37	49	25	43	20
	100	100	100	100	100	100
TYPE OF RESIDENCE:						
OWN HOUSE	61	63	62	66	64	57
RENT HOUSE	11	11	7	14	9	23
APARTMENT	14	8	15	4	7	2
CONDOMINIUM	4	3	4	2	4	-
TWINPLEX/DUPLEX	3	4	5	2	4	2
OTHER	7	11	7	12	11	16
	100	100	100	100	100	100
HOUSEHOLD DESIGNATION						
FAMILY						
HUSBAND & WIFE	57	67	67	68	63	75
SINGLE WITH CHILD OR OTHER RELATIVE	14	11	11	15	8	11
NON-FAMILY						
LIVING ALONE	25	18	17	15	23	10
LIVING WITH NON-RELATIVE	4	5	6	3	6	4
	100	100	100	100	100	100
SIZE OF HOUSEHOLD:						
1 MEMBER	25	18	17	15	23	10
2 MEMBERS	33	25	28	26	23	16
3 MEMBERS	17	23	23	21	23	26
4 MEMBERS	15	24	22	26	21	34
5 OR MORE MEMBERS	10	11	11	12	10	13
	100	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:						
LESS THAN HIGH SCHOOL	12	8	11	11	4	5
HIGH SCHOOL GRADUATE	30	28	24	28	26	45
ATTENDED COLLEGE	28	35	34	31	41	36
COLLEGE GRADUATE	30	28	30	29	28	10
	100	100	100	100	100	100

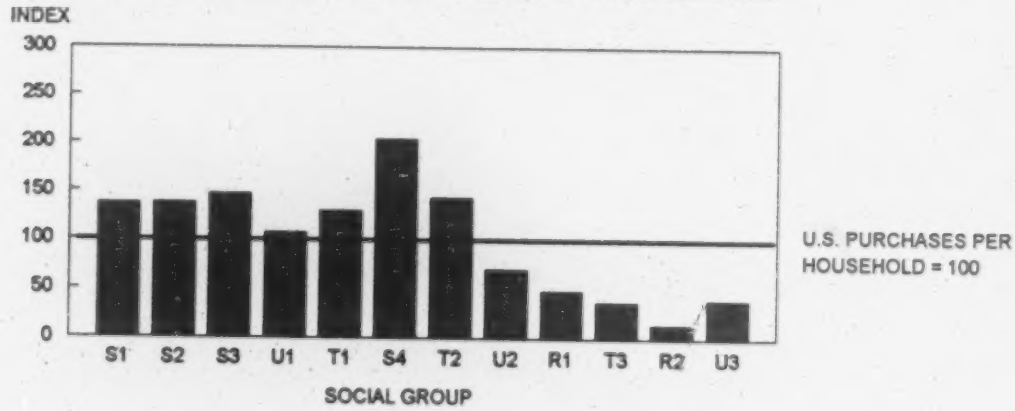
	PERCENT OF TOTAL U.S. HOUSEHOLD %	TOTAL HUNTING EQUIPMENT %	SHOTGUNS %	RIFLES %	HANDGUNS %	ARCHERY BOWS %
OCCUPATION OF HOUSEHOLD HEAD:						
MANAGERIAL/ PROFESSIONAL	30	37	41	33	42	15
TECHNICAL/SALES/ ADMIN. SUPPORT	11	9	8	8	13	7
SERVICE	6	6	3	7	9	2
FARMING/FORESTRY/ FISHING	2	3	2	6	1	4
CRAFTSMAN/REPAIRMAN	9	16	16	16	12	29
OPERATOR/LABORER	7	12	8	15	10	20
STUDENT/RETIRED/OTHER	35	17	22	15	13	23
	100	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD						
FULL TIME	46	63	57	62	68	70
PART TIME	17	19	23	21	16	11
NOT EMPLOYED/ RETIRED	37	18	19	17	16	19
	100	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD						
FULL TIME	73	86	85	86	86	85
PART TIME	5	5	3	5	7	3
NOT EMPLOYED/ RETIRED	22	9	12	9	7	13
	100	100	100	100	100	100
AGE OF USER:						
UNDER 14	21	3	4	4	-	6
14 TO 17	5	3	3	4	-	11
18 TO 24	10	7	9	7	6	5
25 TO 34	17	28	29	28	26	34
35 TO 44	15	30	29	29	32	29
45 TO 64	19	25	23	23	33	8
65 AND OLDER	13	1	2	3	-	1
MULTIPLE AGES REPORTED	-	2	1	1	3	7
	100	100	100	100	100	100
MEDIAN AGE	32	37	36	37	40	32
	32					
SEX OF USER:						
MALE	49	92	96	93	87	92
FEMALE	51	5	1	5	9	7
HOUSEHOLD USE	-	3	3	2	5	1
	100	100	100	100	100	100

SKI EQUIPMENT

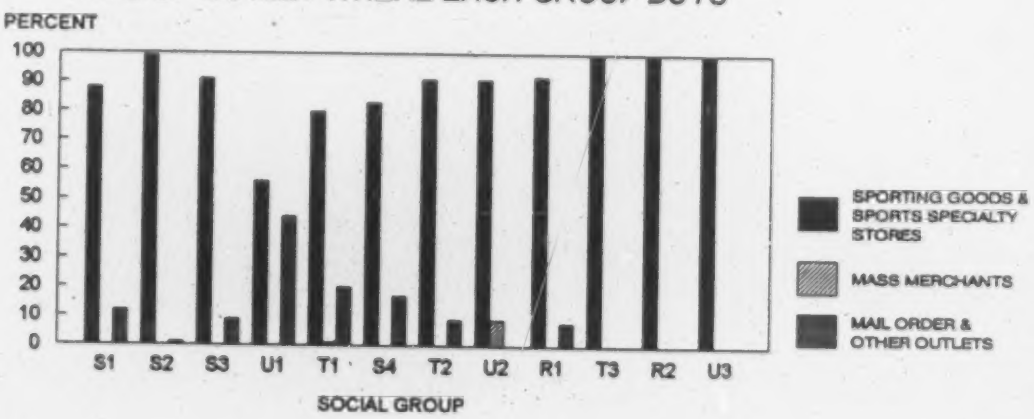
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL SKI EQUIPMENT %	CROSS-COUNTRY SKIS %	DOWNHILL SKIS %
PRIZM CODE:				
S1 SUBURBAN ELITE	5	7	7	6
S2 THE AFFLUENTIALS	8	10	15	9
S3 GREENBELT FAMILIES	13	19	15	19
U1 URBAN GENTRY	7	8	8	8
T1 EXURBAN BOOM	12	15	8	17
S4 SUBURBAN ELDERS	6	12	15	11
T2 SATELLITE BLUES	9	13	16	13
U2 MID-CITY MIX	7	5	13	3
R1 THE HEARTLAND	6	3	1	3
T3 SMALL-TOWN LIVING	11	4	-	5
R2 COUNTRY FOLK	9	1	-	2
U3 THE INNER CITY	7	3	3	3
	100	100	100	100
GEOGRAPHIC REGION:				
NEW ENGLAND	5	23	10	25
MIDDLE ATLANTIC	15	20	25	19
EAST NORTH CENTRAL	17	15	33	12
WEST NORTH CENTRAL	7	8	7	8
SOUTH ATLANTIC	18	7	3	8
EAST SOUTH CENTRAL	6	2	-	2
WEST SOUTH CENTRAL	11	1	-	1
MOUNTAIN	6	6	13	4
PACIFIC	15	19	9	21
	100	100	100	100
ANNUAL HOUSEHOLD INCOME:				
UNDER $15,000	22	4	8	3
$15,000 - $24,999	17	4	4	4
$25,000 - $34,999	16	7	16	5
$35,000 - $49,999	18	16	7	18
$50,000 - $74,999	17	29	28	29
$75,000 AND OVER	10	40	37	41
	100	100	100	100
MEDIAN INCOME	$31874	$66405	$63773	$66945
	31874			

PRIZM CODE DESCRIPTIONS:

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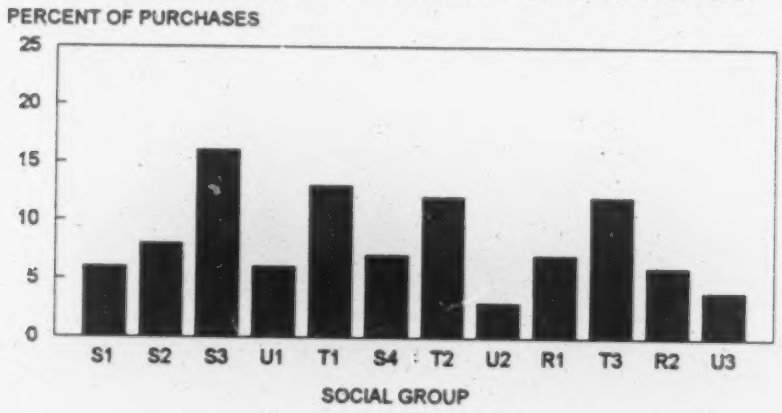
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL SKI EQUIPMENT %	CROSS-COUNTRY SKIS %	DOWNHILL SKIS %
MARKET SIZE:				
NON MSA/CMSA OR MSA UNDER 100,000 METROPOLITAN AREAS	23	7	4	8
100,000-499,999	16	18	21	17
500,000-1,999,999	21	22	37	19
2,000,000 & OVER	40	53	38	56
	100	100	100	100
TYPE OF RESIDENCE:				
OWN HOUSE	61	80	86	79
RENT HOUSE	11	8	6	8
APARTMENT	14	6	3	6
CONDOMINIUM	4	2	6	1
TWINPLEX/DUPLEX	3	2	-	2
OTHER	7	3	-	3
	100	100	100	100
HOUSEHOLD DESIGNATION				
FAMILY				
HUSBAND & WIFE	57	72	72	72
SINGLE WITH CHILD OR OTHER RELATIVE	14	9	9	9
NON-FAMILY				
LIVING ALONE	25	15	18	14
LIVING WITH NON-RELATIVE	4	4	1	5
	100	100	100	100
SIZE OF HOUSEHOLD:				
1 MEMBER	25	15	18	14
2 MEMBERS	33	22	29	21
3 MEMBERS	17	22	18	23
4 MEMBERS	15	25	18	26
5 OR MORE MEMBERS	10	15	16	15
	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:				
LESS THAN HIGH SCHOOL	12	2	-	2
HIGH SCHOOL GRADUATE	30	16	2	18
ATTENDED COLLEGE	28	26	35	24
COLLEGE GRADUATE	30	56	63	54
	100	100	100	100

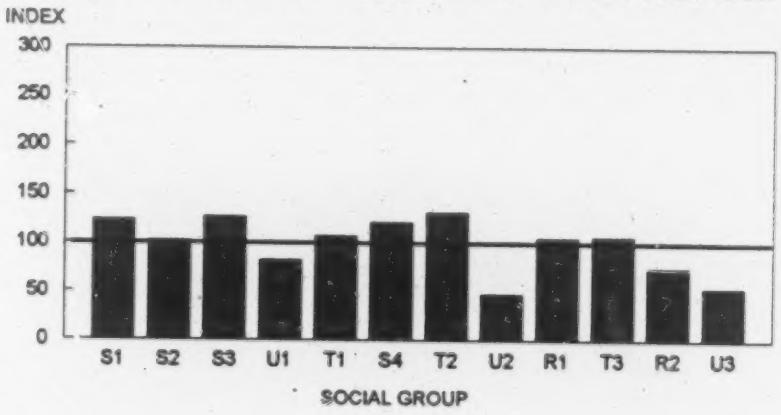
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL SKI EQUIPMENT %	CROSS-COUNTRY SKIS %	DOWNHILL SKIS %
OCCUPATION OF HOUSEHOLD HEAD:				
MANAGERIAL/ PROFESSIONAL	30	50	64	47
TECHNICAL/SALES/ ADMIN. SUPPORT	11	11	10	12
SERVICE	6	6	3	6
FARMING/FORESTRY/ FISHING	2	2	-	2
CRAFTSMAN/REPAIRMAN	9	8	3	9
OPERATOR/LABORER	7	5	3	5
STUDENT/RETIRED/OTHER	35	19	19	19
	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD				
FULL TIME	46	57	47	59
PART TIME	17	23	17	24
NOT EMPLOYED/ RETIRED	37	20	37	16
	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD				
FULL TIME	73	92	89	93
PART TIME	5	1	1	1
NOT EMPLOYED/ RETIRED	22	6	11	6
	100	100	100	100
AGE OF USER:				
UNDER 14	21	10	-	11
14 TO 17	5	17	7	19
18 TO 24	10	14	10	15
25 TO 34	17	16	15	16
35 TO 44	15	16	22	14
45 TO 64	19	13	14	13
65 AND OLDER	13	3	12	1
MULTIPLE AGES REPORTED	-	11	19	10
	100	100	100	100
MEDIAN AGE	32	27	38	24
	32			
SEX OF USER:				
MALE	49	53	28	59
FEMALE	51	31	42	28
HOUSEHOLD USE	-	16	31	13
	100	100	100	100

TEAM SPORTS EQUIPMENT

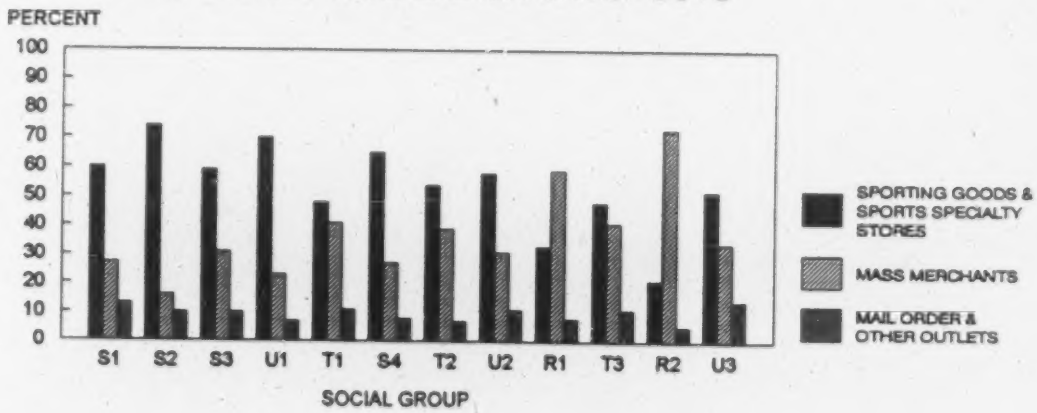
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL TEAM SPORTS EQUIPMENT %	SOCCER BALLS %	BASEBALL MITTS %	BASKETBALLS %	VOLLEYBALLS %	HOCKEY STICKS %
PRIZM CODE:							
S1 SUBURBAN ELITE	5	6	8	5	5	9	7
S2 THE AFFLUENTIALS	8	8	9	8	4	11	10
S3 GREENBELT FAMILIES	13	16	23	13	15	16	19
U1 URBAN GENTRY	7	6	7	8	5	3	4
T1 EXURBAN BOOM	12	13	13	13	13	21	8
S4 SUBURBAN ELDERS	6	7	8	6	7	4	14
T2 SATELLITE BLUES	9	12	10	13	11	9	15
U2 MID-CITY MIX	7	3	2	3	5	3	4
R1 THE HEARTLAND	6	7	4	8	7	4	4
T3 SMALL-TOWN LIVING	11	12	11	13	13	9	11
R2 COUNTRY FOLK	9	6	3	7	10	8	2
U3 THE INNER CITY	7	4	3	4	6	3	4
	100	100	100	100	100	100	100
GEOGRAPHIC REGION:							
NEW ENGLAND	5	7	3	6	6	1	19
MIDDLE ATLANTIC	15	17	17	16	19	10	21
EAST NORTH CENTRAL	17	16	15	15	16	17	19
WEST NORTH CENTRAL	7	8	5	9	7	10	8
SOUTH ATLANTIC	18	16	26	15	14	20	11
EAST SOUTH CENTRAL	6	5	5	6	6	5	-
WEST SOUTH CENTRAL	11	9	8	9	10	12	10
MOUNTAIN	6	5	3	6	7	3	2
PACIFIC	15	16	18	17	15	22	10
	100	100	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:							
UNDER $15,000	22	7	5	6	13	7	3
$15,000 - $24,999	17	12	10	12	16	14	5
$25,000 - $34,999	16	17	13	20	17	14	8
$35,000 - $49,999	18	24	20	25	21	29	26
$50,000 - $74,999	17	25	26	24	20	23	39
$75,000 AND OVER	10	15	27	12	13	12	19
	100	100	100	100	100	100	100
MEDIAN INCOME	$31874	$43741	$52987	$42015	$37942	$42407	$55047
	31874						

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

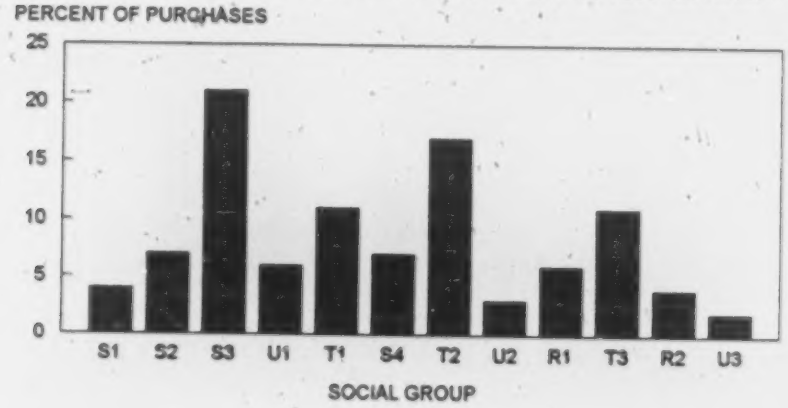
T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL TEAM SPORTS EQUIPMENT %	SOCCER BALLS %	BASEBALL MITTS %	BASKETBALLS %	VOLLEYBALLS %	HOCKEY STICKS %
MARKET SIZE:							
NON MSA/CMSA OR MSA UNDER 100,000 METROPOLITAN AREAS	23	18	10	20	24	15	9
100,000-499,999	16	16	20	14	14	21	15
500,000-1,999,999	21	20	24	21	18	20	13
2,000,000 & OVER	40	46	46	44	44	44	63
	100	100	100	100	100	100	100
TYPE OF RESIDENCE:							
OWN HOUSE	61	70	82	68	67	65	78
RENT HOUSE	11	9	6	9	11	8	9
APARTMENT	14	9	5	10	8	12	6
CONDOMINIUM	4	2	2	2	1	3	1
TWINPLEX/DUPLEX	3	2	1	4	2	1	-
OTHER	7	8	4	8	11	10	5
	100	100	100	100	100	100	100
HOUSEHOLD DESIGNATION							
FAMILY							
HUSBAND & WIFE	57	74	78	73	72	66	81
SINGLE WITH CHILD OR OTHER RELATIVE	14	13	12	14	15	13	8
NON-FAMILY							
LIVING ALONE	25	10	7	11	10	15	8
LIVING WITH NON-RELATIVE	4	3	3	2	3	6	3
	100	100	100	100	100	100	100
SIZE OF HOUSEHOLD:							
1 MEMBER	25	10	7	11	10	15	8
2 MEMBERS	33	13	9	10	13	30	17
3 MEMBERS	17	17	18	17	17	18	20
4 MEMBERS	15	31	38	31	36	18	26
5 OR MORE MEMBERS	10	28	29	31	24	19	30
	100	100	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:							
LESS THAN HIGH SCHOOL	12	3	3	3	5	1	1
HIGH SCHOOL GRADUATE	30	22	19	23	24	22	14
ATTENDED COLLEGE	28	32	28	31	36	37	30
COLLEGE GRADUATE	30	43	49	43	35	38	54
	100	100	100	100	100	100	100

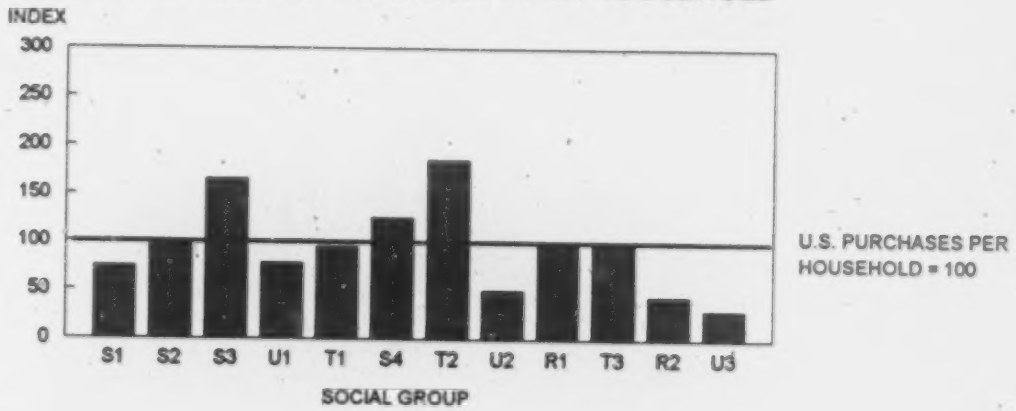
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL TEAM SPORTS EQUIPMENT %	SOCCER BALLS %	BASEBALL MITTS %	BASKETBALLS %	VOLLEYBALLS %	HOCKEY STICKS %
OCCUPATION OF HOUSEHOLD HEAD:							
MANAGERIAL/ PROFESSIONAL	30	43	51	39	40	42	56
TECHNICAL/SALES/ ADMIN. SUPPORT	11	14	15	14	10	23	15
SERVICE	6	6	7	5	10	4	4
FARMING/FORESTRY/ FISHING	2	2	1	1	3	2	-
CRAFTSMAN/REPAIRMAN	9	13	11	15	12	8	9
OPERATOR/LABORER	7	9	6	10	9	11	7
STUDENT/RETIRED/OTHER	35	14	10	16	17	10	8
	100	100	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD							
FULL TIME	46	50	47	49	42	62	62
PART TIME	17	25	22	26	28	15	25
NOT EMPLOYED/ RETIRED	37	26	31	25	30	23	13
	100	100	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD							
FULL TIME	73	93	97	93	90	92	97
PART TIME	5	2	-	2	3	2	1
NOT EMPLOYED/ RETIRED	22	5	3	5	7	6	2
	100	100	100	100	100	100	100
AGE OF USER:							
UNDER 14	21	44	71	41	48	17	36
14 TO 17	5	15	9	14	19	13	21
18 TO 24	10	5	4	4	7	12	5
25 TO 34	17	13	5	14	10	30	12
35 TO 44	15	9	1	10	8	18	13
45 TO 64	19	2	3	2	2	1	-
65 AND OLDER	13	1	-	1	-	2	-
MULTIPLE AGES REPORTED	-	11	8	14	6	9	13
	100	100	100	100	100	100	100
MEDIAN AGE	32	14	9	14	13	26	15
	32						
SEX OF USER:							
MALE	49	77	70	79	79	52	91
FEMALE	51	17	25	13	16	40	6
HOUSEHOLD USE	-	6	4	8	4	9	3
	100	100	100	100	100	100	100

BOWLING EQUIPMENT

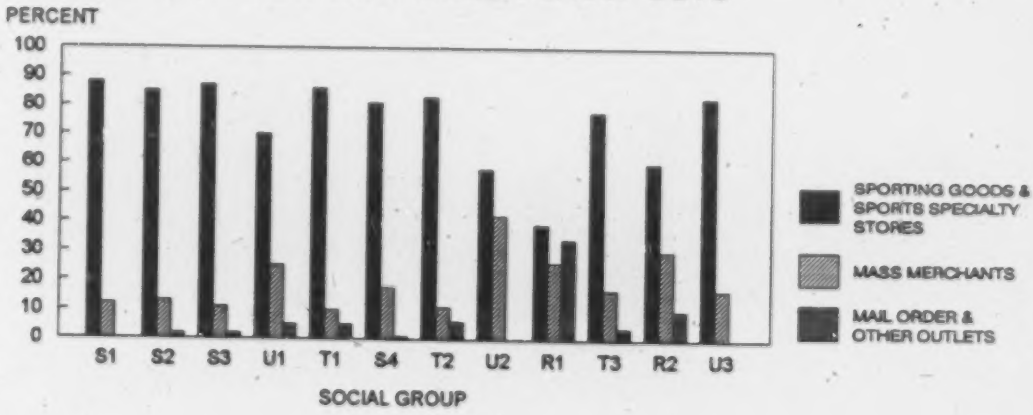
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL BOWLING EQUIPMENT %	SHOES %	BALLS %
PRIZM CODE:				
S1 SUBURBAN ELITE	5	4	3	4
S2 THE AFFLUENTIALS	8	7	6	8
S3 GREENBELT FAMILIES	13	21	21	21
U1 URBAN GENTRY	7	6	7	5
T1 EXURBAN BOOM	12	11	10	12
S4 SUBURBAN ELDERS	6	7	7	8
T2 SATELLITE BLUES	9	17	14	19
U2 MID-CITY MIX	7	3	3	3
R1 THE HEARTLAND	6	6	9	5
T3 SMALL-TOWN LIVING	11	11	13	10
R2 COUNTRY FOLK	9	4	5	3
U3 THE INNER CITY	7	2	3	2
	100	100	100	100
GEOGRAPHIC REGION:				
NEW ENGLAND	5	3	2	4
MIDDLE ATLANTIC	15	14	14	14
EAST NORTH CENTRAL	17	25	28	24
WEST NORTH CENTRAL	7	8	9	8
SOUTH ATLANTIC	18	19	17	20
EAST SOUTH CENTRAL	6	3	4	2
WEST SOUTH CENTRAL	11	9	7	10
MOUNTAIN	6	6	5	6
PACIFIC	15	13	14	12
	100	100	100	100
ANNUAL HOUSEHOLD INCOME:				
UNDER $15,000	22	8	11	7
$15,000 - $24,999	17	11	14	10
$25,000 - $34,999	16	19	22	18
$35,000 - $49,999	18	28	24	30
$50,000 - $74,999	17	18	16	19
$75,000 AND OVER	10	15	13	16
	100	100	100	100
MEDIAN INCOME	$31874 31874	$41085	$36860	$42522

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
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T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
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T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
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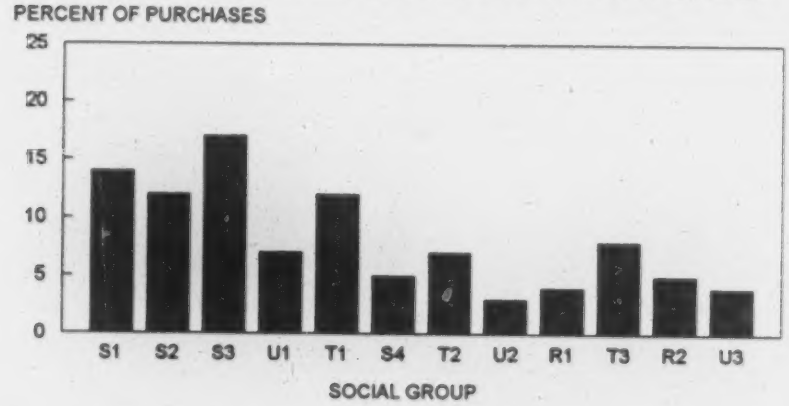
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL BOWLING EQUIPMENT %	SHOES %	BALLS %
MARKET SIZE:				
NON MSA/CMSA OR MSA UNDER 100,000	23	15	18	14
METROPOLITAN AREAS				
100,000-499,999	16	17	18	17
500,000-1,999,999	21	20	23	19
2,000,000 & OVER	40	47	42	49
	100	100	100	100
TYPE OF RESIDENCE:				
OWN HOUSE	61	71	68	73
RENT HOUSE	11	8	7	8
APARTMENT	14	9	11	8
CONDOMINIUM	4	3	2	3
TWINPLEX/DUPLEX	3	2	2	2
OTHER	7	8	10	6
	100	100	100	100
HOUSEHOLD DESIGNATION				
FAMILY				
HUSBAND & WIFE	57	63	63	64
SINGLE WITH CHILD OR OTHER RELATIVE	14	16	17	16
NON-FAMILY				
LIVING ALONE	25	16	17	15
LIVING WITH NON-RELATIVE	4	5	4	6
	100	100	100	100
SIZE OF HOUSEHOLD:				
1 MEMBER	25	16	17	15
2 MEMBERS	33	28	31	28
3 MEMBERS	17	25	21	27
4 MEMBERS	15	19	21	19
5 OR MORE MEMBERS	10	11	11	11
	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:				
LESS THAN HIGH SCHOOL	12	7	6	7
HIGH SCHOOL GRADUATE	30	30	38	26
ATTENDED COLLEGE	28	42	36	44
COLLEGE GRADUATE	30	21	19	22
	100	100	100	100

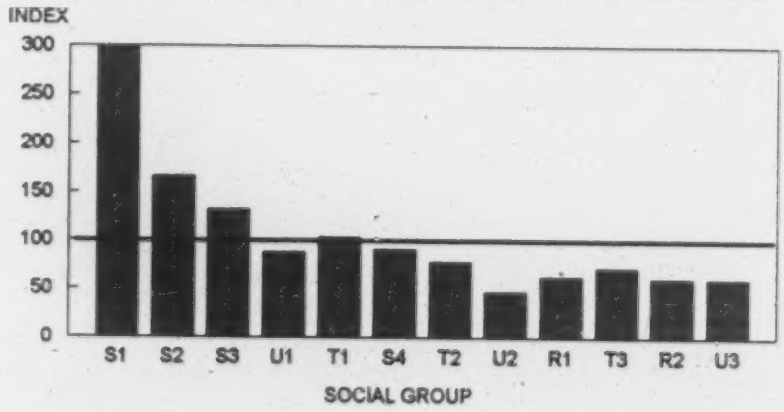
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL BOWLING EQUIPMENT %	SHOES %	BALLS %
OCCUPATION OF HOUSEHOLD HEAD:				
MANAGERIAL/ PROFESSIONAL	30	36	34	37
TECHNICAL/SALES/ ADMIN. SUPPORT	11	16	21	14
SERVICE	6	6	5	6
FARMING/FORESTRY/ FISHING	2	2	2	1
CRAFTSMAN/REPAIRMAN	9	8	11	7
OPERATOR/LABORER	7	12	11	12
STUDENT/RETIRED/OTHER	35	20	17	22
	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD				
FULL TIME	46	55	57	55
PART TIME	17	21	21	21
NOT EMPLOYED/ RETIRED	37	24	23	25
	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD				
FULL TIME	73	87	87	87
PART TIME	5	3	3	3
NOT EMPLOYED/ RETIRED	22	11	10	11
	100	100	100	100
AGE OF USER:				
UNDER 14	21	4	4	4
14 TO 17	5	2	2	2
18 TO 24	10	10	10	11
25 TO 34	17	26	31	24
35 TO 44	15	21	28	19
45 TO 64	19	21	22	20
65 AND OLDER	13	5	3	6
MULTIPLE AGES REPORTED	-	10	-	14
	100	100	100	100
MEDIAN AGE	32	36	36	36
	32			
SEX OF USER:				
MALE	49	58	57	58
FEMALE	51	32	43	28
HOUSEHOLD USE	-	10	-	14
	100	100	100	100

RACKET SPORTS EQUIPMENT

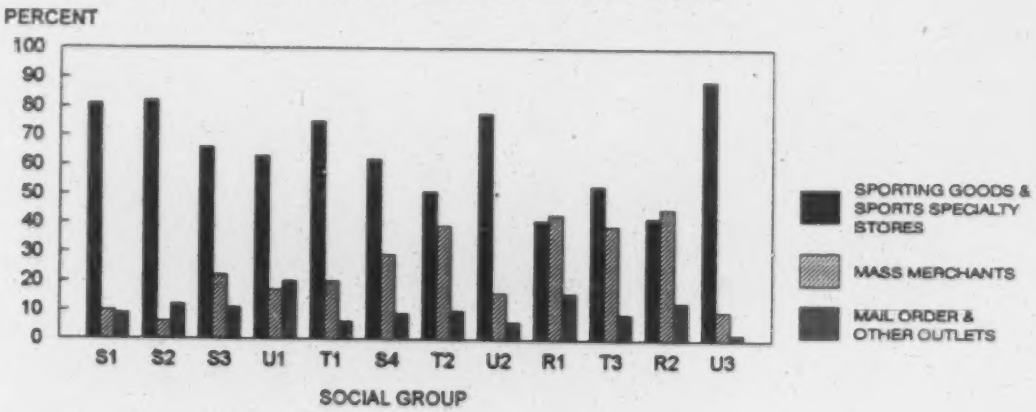
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL RACKET SPORTS %	TENNIS RACKETS %	BADMINTON RACQUETS %	RACQUETBALL RACQUETS %
PRIZM CODE:					
S1 SUBURBAN ELITE	5	14	16	10	10
S2 THE AFFLUENTIALS	8	12	12	4	15
S3 GREENBELT FAMILIES	13	17	15	25	21
U1 URBAN GENTRY	7	7	7	-	6
T1 EXURBAN BOOM	12	12	11	7	18
S4 SUBURBAN ELDERS	6	5	6	9	4
T2 SATELLITE BLUES	9	7	7	13	7
U2 MID-CITY MIX	7	3	3	-	4
R1 THE HEARTLAND	6	4	4	10	3
T3 SMALL-TOWN LIVING	11	8	9	9	4
R2 COUNTRY FOLK	9	5	6	11	3
U3 THE INNER CITY	7	4	4	2	6
	100	100	100	100	100
GEOGRAPHIC REGION:					
NEW ENGLAND	5	8	7	2	12
MIDDLE ATLANTIC	15	20	24	6	9
EAST NORTH CENTRAL	17	18	18	33	22
WEST NORTH CENTRAL	7	6	6	13	7
SOUTH ATLANTIC	18	16	16	10	15
EAST SOUTH CENTRAL	6	4	4	10	3
WEST SOUTH CENTRAL	11	8	9	4	8
MOUNTAIN	6	3	2	5	6
PACIFIC	15	17	17	17	18
	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:					
UNDER $15,000	22	6	6	10	5
$15,000 - $24,999	17	7	5	18	9
$25,000 - $34,999	16	6	6	10	6
$35,000 - $49,999	18	23	22	13	28
$50,000 - $74,999	17	24	23	28	28
$75,000 AND OVER	10	34	38	22	24
	100	100	100	100	100
MEDIAN INCOME	$31874 31874	$58334	$61575	$49222	$51930

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
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T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
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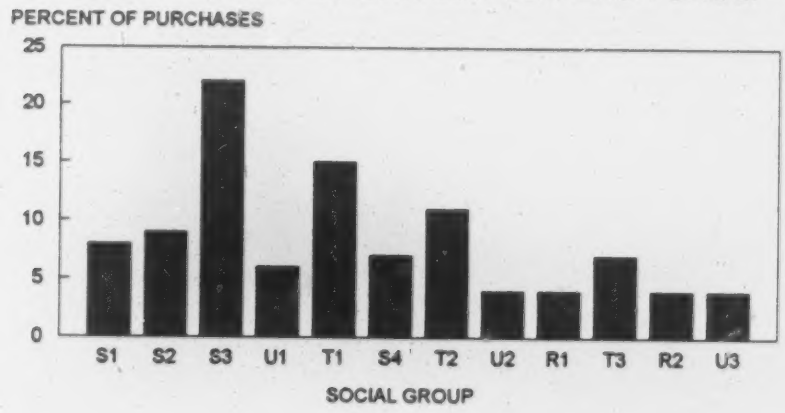
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL RACKET SPORTS %	TENNIS RACKETS %	BADMINTON RACQUETS %	RACQUETBALL RACQUETS %
MARKET SIZE:					
NON MSA/CMSA OR MSA UNDER 100,000	23	16	15	31	16
METROPOLITAN AREAS					
100,000-499,999	16	14	14	5	13
500,000-1,999,999	21	17	16	17	17
2,000,000 & OVER	40	54	54	47	53
	100	100	100	100	100
TYPE OF RESIDENCE:					
OWN HOUSE	61	66	62	79	74
RENT HOUSE	11	13	14	5	9
APARTMENT	14	8	8	3	12
CONDOMINIUM	4	6	8	3	3
TWINPLEX/DUPLEX	3	2	2	-	1
OTHER	7	5	6	9	1
	100	100	100	100	100
HOUSEHOLD DESIGNATION					
FAMILY					
HUSBAND & WIFE	57	69	70	73	64
SINGLE WITH CHILD OR OTHER RELATIVE	14	10	11	12	3
NON-FAMILY					
LIVING ALONE	25	16	13	10	24
LIVING WITH NON-RELATIVE	4	6	5	5	8
	100	100	100	100	100
SIZE OF HOUSEHOLD:					
1 MEMBER	25	16	13	10	24
2 MEMBERS	33	30	29	42	32
3 MEMBERS	17	19	20	14	19
4 MEMBERS	15	21	24	9	12
5 OR MORE MEMBERS	10	14	14	25	13
	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:					
LESS THAN HIGH SCHOOL	12	3	3	11	-
HIGH SCHOOL GRADUATE	30	11	12	11	10
ATTENDED COLLEGE	28	25	23	27	29
COLLEGE GRADUATE	30	60	61	51	60
	100	100	100	100	100

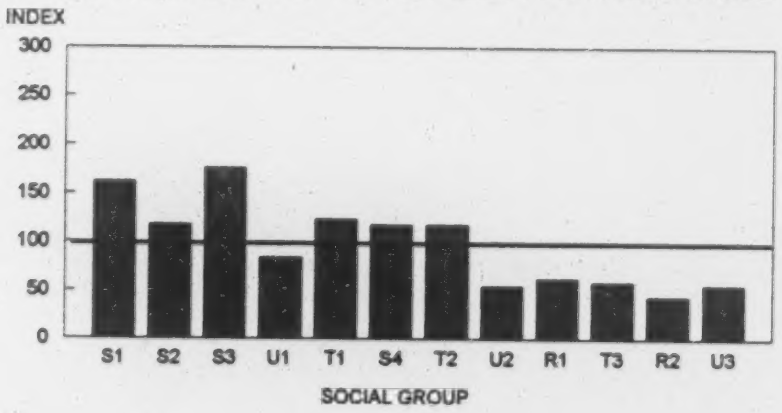
	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL RACKET SPORTS %	TENNIS RACKETS %	BADMINTON RACQUETS %	RACQUETBALL RACQUETS %
OCCUPATION OF HOUSEHOLD HEAD:					
MANAGERIAL/ PROFESSIONAL	30	58	61	56	49
TECHNICAL/SALES/ ADMIN. SUPPORT	11	13	11	8	22
SERVICE	6	3	2	2	4
FARMING/FORESTRY/ FISHING	2	1	1	1	-
CRAFTSMAN/REPAIRMAN	9	6	7	6	4
OPERATOR/LABORER	7	6	5	4	9
STUDENT/RETIRED/OTHER	35	13	13	22	12
	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD					
FULL TIME	46	51	47	69	62
PART TIME	17	22	19	15	33
NOT EMPLOYED/ RETIRED	37	27	33	16	5
	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD					
FULL TIME	73	92	93	70	92
PART TIME	5	3	3	14	2
NOT EMPLOYED/ RETIRED	22	5	4	16	6
	100	100	100	100	100
AGE OF USER:					
UNDER 14	21	9	11	16	2
14 TO 17	5	15	19	5	4
18 TO 24	10	10	10	2	12
25 TO 34	17	24	19	40	36
35 TO 44	15	22	18	27	34
45 TO 64	19	16	19	4	8
65 AND OLDER	13	5	5	7	5
	100	100	100	100	100
MEDIAN AGE	32	31	30	31	33
	32				
SEX OF USER:					
MALE	49	66	61	48	86
FEMALE	51	34	39	52	14
	100	100	100	100	100

OTHER PRODUCTS

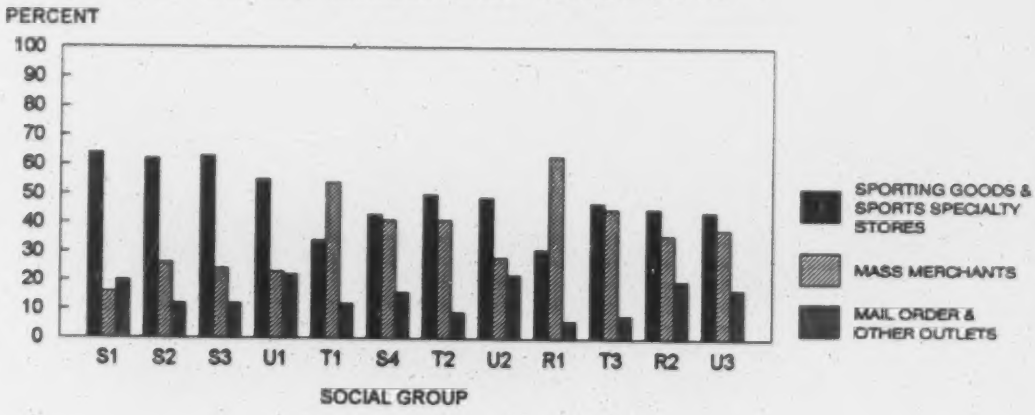
PERCENT OF TOTAL PURCHASES BY EACH GROUP



LIFESTYLE INDEX OF PURCHASES PER HOUSEHOLD



TYPE OF OUTLET WHERE EACH GROUP BUYS



	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL OTHER PRODUCTS %	IN-LINE WHEEL SKATES %	BICYCLE HELMETS %	TABLE TENNIS PADDLE SETS %
PRIZM CODE:					
S1 SUBURBAN ELITE	5	8	8	8	-
S2 THE AFFLUENTIALS	8	9	10	7	-
S3 GREENBELT FAMILIES	13	22	29	14	35
U1 URBAN GENTRY	7	6	4	9	7
T1 EXURBAN BOOM	12	15	11	18	11
S4 SUBURBAN ELDERS	6	7	7	7	8
T2 SATELLITE BLUES	9	11	12	10	15
U2 MID-CITY MIX	7	4	1	7	-
R1 THE HEARTLAND	6	4	3	4	13
T3 SMALL-TOWN LIVING	11	7	7	6	6
R2 COUNTRY FOLK	9	4	3	5	2
U3 THE INNER CITY	7	4	4	4	4
	100	100	100	100	100
GEOGRAPHIC REGION:					
NEW ENGLAND	5	7	10	5	-
MIDDLE ATLANTIC	15	17	16	18	4
EAST NORTH CENTRAL	17	20	21	18	48
WEST NORTH CENTRAL	7	7	8	6	4
SOUTH ATLANTIC	18	9	6	11	9
EAST SOUTH CENTRAL	6	3	3	2	3
WEST SOUTH CENTRAL	11	8	10	6	2
MOUNTAIN	6	5	5	5	9
PACIFIC	15	24	21	28	21
	100	100	100	100	100
ANNUAL HOUSEHOLD INCOME:					
UNDER $15,000	22	7	8	5	4
$15,000 - $24,999	17	10	7	13	15
$25,000 - $34,999	16	12	12	12	11
$35,000 - $49,999	18	26	29	24	11
$50,000 - $74,999	17	27	27	27	33
$75,000 AND OVER	10	18	18	18	26
	100	100	100	100	100
MEDIAN INCOME	$31874	$47403	$47363	$47200	$57287
	31874				

PRIZM CODE DESCRIPTIONS:

S1 - EDUCATED, AFFLUENT EXECUTIVES & PROFESSIONALS IN ELITE METRO SUBURBS
S2 - PRE & POST-CHILD FAMILIES & SINGLES IN UPSCALE, WHITE-COLLAR SUBURBS
S3 - UPPER-MIDDLE, CHILD-RAISING FAMILIES IN OUTLYING, OWNER-OCCUPIED SUBURBS

U1 - EDUCATED, WHITE-COLLAR SINGLES & COUPLES IN UPSCALE, URBAN AREAS
T1 - EDUCATED, YOUNG, MOBILE FAMILIES IN EXURBAN SATELLITES & BOOM TOWNS
S4 - MIDDLE-CLASS, POST-CHILD FAMILIES IN AGING SUBURBS & RETIREMENT AREAS

T2 - MID-SCALE, CHILD-RAISING, BLUE-COLLAR FAMILIES IN REMOTE SUBURBS & TOWNS
U2 - MID-SCALE FAMILIES, SINGLES & ELDERS IN DENSE, URBAN ROW & HI-RISE AREAS
R1 - RURAL TOWNS & VILLAGE AMIDST FARMS & RANCHES ACROSS AGRARIAN MID-AMERICA

T3 - MIXED GENTRY & BLUE-COLLAR LABOR IN LOW-MID RUSTIC, MILL & FACTORY TOWNS
R2 - LANDOWNERS, MIGRANTS & RUSTICS IN POOR RURAL TOWNS, FARMS & UPLANDS
U3 - MIXED, UNSKILLED SERVICE & LABOR IN AGING, URBAN ROW & HI-RISE AREAS

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL OTHER PRODUCTS %	IN-LINE WHEEL SKATES %	BICYCLE HELMETS %	TABLE TENNIS PADDLE SETS %
MARKET SIZE:					
NON MSA/CMSA OR MSA UNDER 100,000	23	10	6	14	19
METROPOLITAN AREAS					
100,000-499,999	16	18	17	19	27
500,000-1,999,999	21	19	20	18	18
2,000,000 & OVER	40	53	57	49	35
	100	100	100	100	100
TYPE OF RESIDENCE:					
OWN HOUSE	61	69	71	67	87
RENT HOUSE	11	9	10	7	7
APARTMENT	14	8	10	6	2
CONDOMINIUM	4	6	4	9	-
TWINPLEX/DUPLEX	3	3	3	3	-
OTHER	7	5	2	9	4
	100	100	100	100	100
HOUSEHOLD DESIGNATION					
FAMILY					
HUSBAND & WIFE	57	73	73	73	81
SINGLE WITH CHILD OR OTHER RELATIVE	14	10	9	11	6
NON-FAMILY					
LIVING ALONE	25	11	12	10	1
LIVING WITH NON-RELATIVE	4	6	6	6	11
	100	100	100	100	100
SIZE OF HOUSEHOLD:					
1 MEMBER	25	11	12	10	1
2 MEMBERS	33	23	21	24	15
3 MEMBERS	17	19	20	19	34
4 MEMBERS	15	25	22	29	30
5 OR MORE MEMBERS	10	22	26	18	20
	100	100	100	100	100
EDUCATION OF HOUSEHOLD HEAD:					
LESS THAN HIGH SCHOOL	12	2	3	1	4
HIGH SCHOOL GRADUATE	30	21	21	21	7
ATTENDED COLLEGE	28	32	34	30	25
COLLEGE GRADUATE	30	45	41	47	65
	100	100	100	100	100

	PERCENT OF TOTAL U.S. HOUSEHOLDS %	TOTAL OTHER PRODUCTS %	IN-LINE WHEEL SKATES %	BICYCLE HELMETS %	TABLE TENNIS PADDLE SETS %
OCCUPATION OF HOUSEHOLD HEAD:					
MANAGERIAL/ PROFESSIONAL	30	42	41	42	61
TECHNICAL/SALES/ ADMIN. SUPPORT	11	19	23	16	6
SERVICE	6	8	5	11	12
FARMING/FORESTRY/ FISHING	2	-	-	1	3
CRAFTSMAN/REPAIRMAN	9	9	12	7	8
OPERATOR/LABORER	7	7	8	6	4
STUDENT/RETIRED/OTHER	35	15	13	17	6
	100	100	100	100	100
EMPLOYMENT OF FEMALE HEAD OF HOUSEHOLD					
FULL TIME	46	53	52	54	54
PART TIME	17	24	27	21	23
NOT EMPLOYED/ RETIRED	37	23	21	25	24
	100	100	100	100	100
EMPLOYMENT OF MALE HEAD OF HOUSEHOLD					
FULL TIME	73	91	94	87	90
PART TIME	5	2	1	2	6
NOT EMPLOYED/ RETIRED	22	8	5	11	4
	100	100	100	100	100
AGE OF USER:					
UNDER 14	21	34	37	32	22
14 TO 17	5	6	9	3	13
18 TO 24	10	7	11	3	6
25 TO 34	17	16	18	15	4
35 TO 44	15	8	7	9	25
45 TO 64	19	8	5	12	23
65 AND OLDER	13	1	-	2	-
MULTIPLE AGES REPORTED	-	19	14	24	8
	100	100	100	100	100
MEDIAN AGE	32	18	16	24	36
	32				
SEX OF USER:					
MALE	49	52	52	52	69
FEMALE	51	33	35	30	27
HOUSEHOLD USE	-	15	13	18	4
	100	100	100	100	100

TEN-YEAR SALES OF SPORTING GOODS
(in millions)

	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992
Clothing	$ 3,266	$ 3,432	$ 3,796	$ 4,213	$ 4,645	$10,736*	$11,557	$11,382	$12,057	$10,101
Footwear	2,189	2,381	2,989	3,128	3,524	3,772	5,763**	6,263	6,300	6,242
Equipment	7,925	8,317	9,069	9,414	9,900	10,705	11,504	11,964	12,062	12,816
SUB TOTAL	**$13,380**	**$14,130**	**$15,854**	**$16,755**	**$18,069**	**$25,213***	**$28,824**	**$29,609**	**$30,419**	**$29,159**
Recreational Transport***	9,771	12,271	12,718	13,846	15,873	16,880	16,360	14,502	12,524	13,275
TOTAL	**$23,151**	**$26,401**	**$28,572**	**$30,601**	**$33,942**	**$42,093***	**$45,184**	**$44,111**	**$42,943**	**$42,434**

* Because of added product categories, data is not comparable with earlier years.

** Some of the 1989 increase may reflect improved pairage reporting due to questionnaire revision.

*** Bicycles, pleasure boats, RVs & snowmobiles; projections provided by other associations.

SOURCE: National Sporting Goods Association
1699 Wall Street
Mt. Prospect, Illinois 60056
708/439-4000 FAX: 708/439-0111